BROADCASTING

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THE NEWS MAGAZINE OF THE FIFTH ESTATE

AN INCREASING number of sectional advertisers are indicating interest in broadcast schedules involving only a small number of radio stations.

We have devised, by means of electrical transcriptions, plans whereby we can release specially designed programs even though only a few stations are required. The programs are as original in content and as high in quality as programs on much larger schedules.

These campaigns are of particular interest to either advertisers with restricted sales areas or to national advertisers wishing to test radio.

We shall be glad to submit details.

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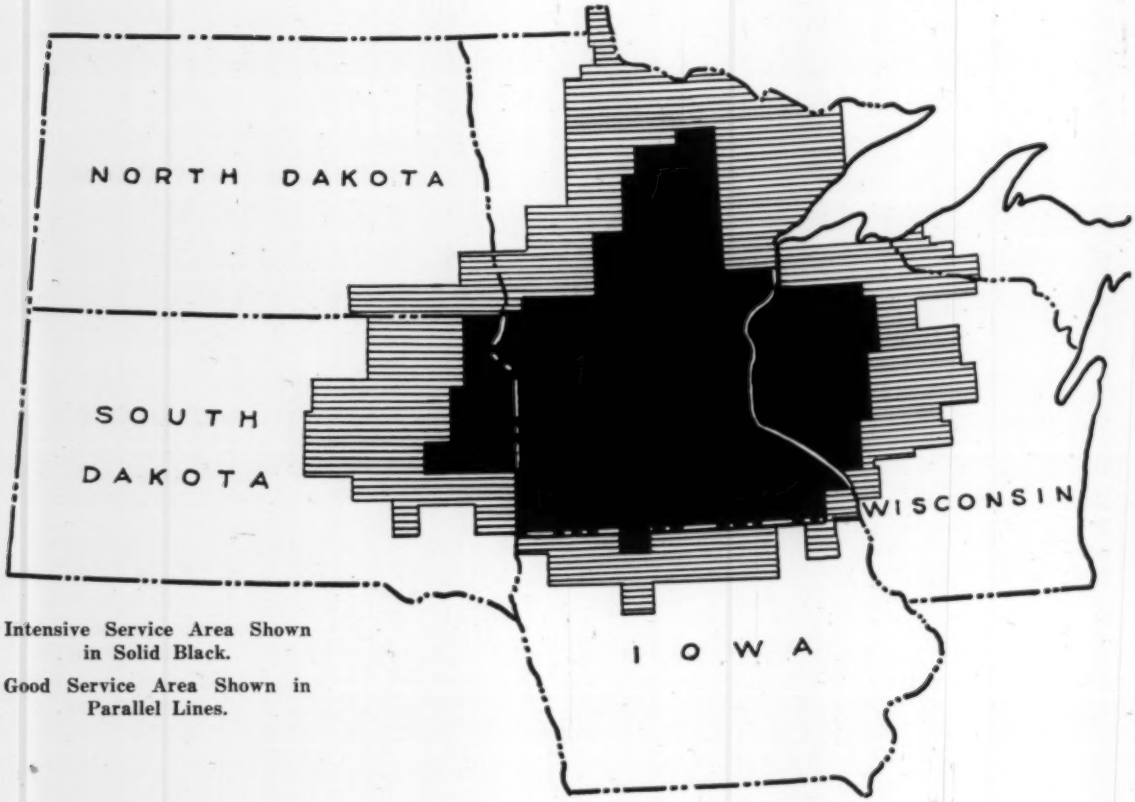

Intensive Service Area Shown in Solid Black.

Good Service Area Shown in Parallel Lines.

$0.00052

Half an hour's evening time on WCCO at the general one-time rate, costs fifty-two one-thousandths of a cent for each receiving set in WCCO's demonstrated intensive and good service area.

414,130

Receiving sets are in this good service area, as shown on the map. In the intensive service area there are 283,551 sets.

A 2-Cent Stamp

Covers the cost of delivering a half-hour's evening program from WCCO, normal talent cost included, to twenty-five receiving sets in the intensive and good service area.

The foregoing figures are based on the following factors:

1. The recent survey made by WCCO to determine its area of dependable service, full details of which are available on application.
2. The United States Census Bureau's 1930 figures for radio receiving sets in homes.
3. WCCO's published rate card.

What other medium can offer such wide regional coverage at so small a cost?

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H. A. BELLOWS, Pres. Offices: Nicollet Hotel, Minneapolis E. H. GAMMONS, Vice Pres.

RCA Victor
CONDENSER MICROPHONES
"The standard of comparison"

—FEATURING

DEPENDABILITY above that of any other type of microphone secured by careful choice of materials, by assembly under microscope in an air-conditioned room, by exhaustive tests under extreme conditions.

RUGGEDNESS, made possible by simplified construction and fact that diaphragm is not called upon to support additional moving parts, makes these microphones particularly capable of withstanding the hard knocks of field use.

SENSITIVITY of a high degree (due to extremely low noise-level) is properly conserved by a self-contained microphone amplifier—thus making crowding of artists about the microphone unnecessary.

FIDELITY of reproduction—substantially uniform from 30 to 10,000 cycles—unexcelled by any standard microphone.

CONVENIENCE emphasized by interchangeable mountings, alternative output impedances (70, 250 and 500 ohms), and use for studio or outside pickup.

ECONOMY assured because quantity production makes possible the sale of these microphones at prices but slightly above those of much inferior types.

Madame Sylvia, Beauty Expert on the General Electric Circle Program using the new RCA Victor Condenser Microphone.

RCA "HIS MASTER'S VOICE"

RCA Victor Company, Inc.
Radio Corporation of America Subsidiary
CAMDEN, N. J.

"RADIO HEADQUARTERS"

WLW

"the Nation's Station"

PRESTO!

...and millions of ears are listening to your program

A decade ago it seemed impossible. Today—a turn of a switch and the vast WLW audience is yours. Because WLW is powered by 50,000 watts, operates on a clear channel with 100 per cent modulation, it can be tuned in clearly and distinctly—imparting all the sparkle and brilliance that makes your program forceful and convincing to an enormous audience of your logical prospects. Successful advertisers are high in their praise of the effectiveness of this radio station. Learn more about WLW in facts, figures and illustrations in our free, 48-page brochure.

The silver voice of Charlie Dameron is well-known throughout the WLW territory. His tremendous popularity benefits greatly the advertisers on whose programs he appears. Like other WLW stars he has a following that listens faithfully to every performance.

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Near the Center of Population

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, Jr., President

CINCINNATI

BROADCASTING

The NEWS MAGAZINE *of* THE FIFTH ESTATE

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Cuba Looms as New Menace to U. S. Radio

By SOL TAISHOFF

Chaotic Condition Forecast as Interference From Mexican Stations Grows Worse; State Department Adamant

WHILE the State Department looks wise and does nothing, a broadcasting situation is developing in North America, the seriousness of which cannot be overemphasized. More and more Mexican stations of substantial power are "squatting" on wave lengths being used by the United States and Canada. Now Cuba, dangerously close to this country, becomes a new complicating factor. In this article the writer discusses conditions as they exist today and attempts to show the urgent need for prompt action by the authorities of this country.

FORESHADOWING a condition that will become intolerable unless prompt action is taken by United States authorities, Cuba is entering North American broadcasting as a new and unexpected menace.

With interference steadily growing worse as new Mexican stations of substantial power take the air, reliable reports reach BROADCASTING that private American radio interests are "investigating" the Cuban field and contemplate the location of stations on the island to cover Southern and Eastern portions of the United States.

Heretofore a negative factor in North American broadcasting, Cuba, however, is strategically located for coverage of a wide sweep of American territory. As Cuba is only 125 miles from the Florida coast, engineers say that the over-water transmission would make Cuban stations of substantial power even more effective than those just across the Mexican border for United States coverage.

While the American government idly stands by because of an inexplicable attitude of the State Department, conditions are rapidly approaching a chaotic state. Internal political complications both in Mexico and in Cuba have tended only to aggravate the situation.

Certain stations in the United States are known to have been warned by private cliques that unless they paid substantial amounts, high power stations would be built in Mexico to operate on their wave lengths and would "blast them off the air."

The government of Mexico is said to be badly in need of funds, and special fees are being paid by American interests seeking radio franchises for the concessions, over and above the Federal annual fee of one dollar (two pesos) per watt of power. This price is fixed upon concessions before they are granted. Mexico was not aroused to the money-making possibilities of broadcasting until last year, but since then there has been an influx of American capital to build new stations along the border for the undeniable purpose of covering the United States.

Radio Commission Quiet

AMERICAN capital is moving into Mexico, and probably into Cuba because the saturation point has been reached in the United States in so far as new stations of high power are concerned. These interests have as their motive coverage of the American markets rather than those in the countries in which the stations are located. Coverage of foreign markets may be some inducement to American industries to advertise over the stations, but it is far from the predominating influence.

The Radio Commission is well aware of the seriousness of the situation, but it has hesitated even to talk above a whisper about it because of the adamant attitude of the State Department. There is no thought of a North American conference for a new deal respecting broadcasting wave lengths at this time, but some far-seeing broadcasters have suggested that conversations, at least, be had with officials of Canada, Mexico and Cuba, to arrange orderly allocation procedure until the whole matter can be threshed out at Madrid next fall.

While Mexico has not adhered to any definite allocation plan, Cuba up to this time has been careful to avoid conflict with United States stations regularly received on the island. New developments, however, coupled with the recent death of the man who was responsible for this orderly broadcasting arrangement in Cuba, indicate anything but favorable prospect.

Reports from Cuba are to the effect that applications are being made for increased power to 5 kw. and above for two existing stations as well as for new stations. The American interests are not so set upon the installation of new stations as they are upon purchasing existing stations and stepping up their power. There are only two stations in Cuba operating with power of more than 1 kw., while only about one-half of the 60 licensed stations use as much as 100 watts.

Largest Cuban Station

THE LARGEST station in Cuba is CMK, operating with 3,150 watts on the Canadian exclusive channel of 730 kc., licensed to the Hotel Plaza in Havana. Announcements over the station are made both in English and Spanish. CMW, also in Havana, uses 1,400 watts and is operating on 588 kc. Advertising rates over stations are fixed by the government.

Revolutionist forces are active in Cuba and are responsible to a large degree for the unsettled radio situation. Whether, in their need for funds, the officials in power will permit a deviation from the policy of not allocating frequencies and power to Cuban stations which would disturb United States stations is not definitely known.

The current regulations designed to prevent interference were drafted by the late Augustus York, an American who went to Cuba as a soldier in the Spanish-American War and afterward became the government official charged with radio regulation. He was an uncle of Sergeant Alvin York, outstanding hero of the World War.

Some ten new stations of substantial power now are being built in Mexico, supported by American capital, and mainly along the border. Because of the unsettled political conditions, which resulted recently in reorganization of the Mexican cabinet, no accurate official information is available as to the concessions for new stations which have been granted by the new authorities. A number of applications, however, are known to be pending, seeking assignments on frequencies in between those used by American and Canadian stations.

Policy Likely to Continue

THE OLD administration favored the location of American-capitalized stations in Mexico, since that country is not a party to the North American "gentleman's agreement" of 1924 dividing between the United States and Canada the 96 available broadcasting wave lengths. The attitude of the new administration is not known, but its dire need for funds indicates a continuance of the policy, regardless of whether interference is caused with American stations.

Power boosts for a number of Mexican stations have been approved recently and inevitably will result in further interference to American and Canadian stations. XEO, Mexico City, operated by the National Revolutionary Party, has been authorized to increase its power from 1 to 5 kw., operating on 940 kc. This is a regional frequency used in the United States by WCSH, Portland, Me.; WAAT, Jersey City; WFIW, Hopkinsville, Ky.; WHA, Madison, Wis.; WDAY, Fargo, N. D., and KOIN, Portland, Ore. On this wave also is KGU, Honolulu.

The Brinkley station XER, at Villa Acuna, just across the border from Del Rio, Tex., is causing interference with CKAC, at Montreal, on the Canadian exclusive channel of 730 kc., as well as WSB, Atlanta. With 75 kw., the highest power used by any station in the Western Hemisphere, the station is operating on the mid-channel of 735 kc., and is perhaps more easily heard than any station on the continent.

It is reported that the station is receiving between $1,000 and $1,500 daily from listeners given medical advice by Dr. John R. Brinkley, goat-gland specialist, whose station KFKB, of Milford, Kan., was thrown off the air by the Radio Commission because of his medical broadcasts and other practices which were construed as endanger-

ing the public health and welfare. Dr. Brinkley offers a "Dream Book" over the radio at $1 each.

The Canadian government, it is learned authoritatively, has received a protest from CKAC, operated by the powerful French-language newspaper LA PRESSE, against XER. Presumably that protest was forwarded to the Mexican government, but nothing has been done about it.

Some Mexican Stations

XED, AT Reynosa, across the border from McAllen, Tex., is operating on the mid-channel of 965 kc. with 10 kw. On 960 kc., a Canadian exclusive channel, are five Canadian stations, while on the 970 kc. frequency are KJR, Seattle, and WCFL, Chicago, the former with 5 kw. and the latter with 1½ kw. at night.

Other stations of 5 kw. in Mexico are XEQ, Jaurez, opposite El Paso, Tex., which operates on 750 kc., a clear channel, and XEW, Mexico City, operating on 910 kc., a Canadian exclusive channel used by CJGG-CNBL, London, Ont., with 5 kw. and CFQC-CNRS, Saskatoon, Sask., with 500 watts.

One of two new stations being built at Tia Juana, presumably with American capital, has just been licensed with call letters XEFD, to operate on 1020 kc., with 300 watts. This frequency is assigned in this country to KYW, Chicago, using 10 kw. XEFD is licensed in the name of Carlos de la Sierra.

Of the 45 Mexican stations now licensed, including the five government stations, 17 are in Mexico City. The power of stations has been kept down not by government regulations but by the tax of about $1 per watt.

Mexico is understood to favor the proposal for widening of the broadcast band as a means of accommodating more stations and of alleviating congestion and interference with stations in the United States and Canada. The former administration had made definite plans to advance a proposal to that end at the forthcoming International Radio Conference at Madrid. The Canadian broadcasting situation is quiescent at this time, but that nation is supposed to be standing ready to demand more frequencies when the subject is opened.

Cuban and Mexican Broadcasters

CUBAN

Station	Location	Freq. (kc.)	Pow. (wt.)
CMW	Havana	588	1400
CMHJ	Cienfuegos	645	40
CMCO	Marianao	660	225
CMK	Havana	730	3150
CMGH	Matanzas	780	60
CMBS	Havana	790	150
CMHC	Tuinucu	791	500
CM6DW	Cienfuegos	7300	10
CMGA	Colon	834	100
CMC	Havana	840	500
CMJE	Camaguey	856	20
CMCF	Havana	890	250
CMX	Havana	890	500
CMBC	Havana	965	150
CMBD	Havana	965	150
CMGF	Matanzas	977	50
CMBW	Marianao	1010	150
CMBZ	Havana	1010	150
CMKC	Santiago de Cuba	1034	150
CMBG	Havana	1070	130
CMBT	Havana	1070	150
CMCB	Havana	1070	150
CMKD	Santiago de Cuba	1110	20
CMHI	Santa Clara	1110	15
CMGD	Matanzas	1140	5
CMQ	Havana	1150	250
CMCQ	Havana	1150	600
CMHA	Cienfuegos	1154	200
CMKG	Santiago de Cuba	1176	30
CMGB	Matanzas	1185	7.5
CMKB	Santiago de Cuba	1200	15
CMCD	Havana	1225	15
CMCA	Havana	1225	150
CMCN	Marianao	1225	250
CMAB	Pinar del Rio	1249	20
CMKE	Santiago de Cuba	1249	250
CMJB	Ciego de Avila	1276	20
CMCH	Havana	1285	15
CMCR	Havana	1285	20
CMCW	Havana	1285	150
CMJC	Camaguey	1321	15
CMKH	Santiago de Cuba	1327	250
CMCY	Havana	1345	15
CMCG	Guanabacoa	1345	30
CMCU	Havana	1345	50
CMBA	Havana	1345	50
CMKF	Holguin	1363	30
CMAC	Pinar del Rio	1375	30
CMGE	Cardenas	1375	30
CMBN	Havana	1405	30
CMBI	Havana	1405	30
CMBY	Havana	1405	100
CMKA	Santiago de Cuba	1450	20
CMBR	Arriyo Apolo	1500	15
CMBL	Havana	1500	15
CMCM	Marianao	1500	15
CMBQ	Marianao	1500	50

MEXICAN

Station	Location	Freq. (kc.)	Pow. (wt.)
XFD	Mexico City	500-600	50
XEZ	Mexico City	598	500
XET	Monterrey	630	500
XFG	Mexico City	638	2000
XETF	Vera Cruz	680	500
XEN	Mexico City	711	1000
XEM	Tampico	730	500
XER	Villa Acuna	735	75000
XFC	Aguascalientes	805	350
XFI	Mexico City	818	1000
XFX	Mexico City	860	500
XES	Tampico	890	500
XEW	Mexico City	910	5000
XFF	Chihuahua	915	250
XEO	Mexico City	940	5000
XED	Reynosa	977	10000
XEE	Linares	1000	10
XEL	Saltillo	1000	10
XEC	Toluco	1000	50
XEU	Vera Cruz	1000	100
XEI	Morelia	1000	100
XEV	Puebla	1000	100
XEF	Oaxaca	1000	100
XEH	Monterrey	1000	100
XEY	Merida	1000	100
XEA	Guadalajara	1000	100
XEJ	Ciudad Juarez	1000	100
XEK	Mexico City	1000	100
XEFE	Nuevo Laredo	1000	1000
XEB	Mexico City	1000	1000
XEQ	Ciudad Juarez	1000	1000
XETA	Mexico City	1140	500
XEX	Mexico City	1210	500
XEFA	Mexico City	1250	250
XETY	Mexico City	1300	2000
XEP	Nuevo Laredo	1500	200
XFA	Matamoros / Mexico City	--	50

CBS Adds Two

KFAB, Lincoln, Neb., which recently left the NBC when KOIL, Council Bluffs-Omaha joined that network, became affiliated with CBS during the week of Jan. 5. CBS will also shortly add WSBT, of the South Bend Tribune. Under a time arrangement with WFBN, Indianapolis, that station will then become a member of the basic CBS network.

Judge Ira E. Robinson Resigns; Col. Brown Seen as Successor

Former Commission Chairman to Practice Law; Patrick or Fisher May Become General Counsel

JUDGE IRA E. ROBINSON, of West Virginia, has submitted his resignation as Federal Radio Commissioner for the Second Zone to President Hoover, to become effective Jan. 15. The former chairman of the Commission, a Republican, will resume private practice of law in Washington and West Virginia.

Appointment of a successor to Judge Robinson is expected momentarily. Judge Robinson's term of two years would have expired Feb. 23. The new appointment will be for a six-year term. Col. Thad H. Brown, of Ohio, general counsel of the Commission, is being

Col. Thad H. Brown

most prominently mentioned for the post at this writing. Should Col. Brown receive the commissionership, it is probable that either Duke M. Patrick or Ben S. Fisher, assistant general counsel, will be promoted to fill that vacancy.

In a formal announcement of his resignation on Jan. 8, Judge Robinson said:

"At no time within the last few months have I intended to seek reappointment as a member of the Federal Radio Commission. Therefore, today, in order to fit my personal convenience, I am tendering my resignation to the President, effective January 15th. It is my purpose to immediately enter the practice of law with offices in Washington and West Virginia. For four years, I have served to the best of my ability, and shall leave the Commission with a consciousness of duty done."

In a letter to Judge Robinson on Jan. 9, President Hoover accepted the resignation, and expressed his personal appreciation for the services rendered by the Commissioner.

"I have your letter of Jan. 8 tendering your resignation as a member of the Federal Radio Commission," the President wrote. "I must, of course, accept your wish in the matter. You have performed a real public service and I wish to express my personal appreciation, to which I know I may add the appreciation of many thousands of your friends and countrymen."

When the board of directors of the NAB met in Washington Jan. 10, Harry C. Butcher, Washington representative of CBS, offered the following resolution concerning Judge Robinson's resignation, which was unanimously adopted:

"The board of directors of the National Association of Broadcasters, on behalf of its representative membership of broadcasters throughout the country, expresses its deepest appreciation to Judge Robinson for the splendid record of service on behalf of radio and the public which he has rendered during his four years of stewardship as commissioner from the second zone. The board views his decision to retire from the public service with sincere regrets. To Judge Robinson as a man, a jurist and a public servant, it repeats the assurances of its highest regard and deepest respect and offers its best wishes for continued success and happiness."

In addition to Col. Brown, the names of William D. Terrell, director of the Radio Division, Commerce Department, a Virginia Republican, and Ellis A. Yost, chief examiner of the Commission and a West Virginia Republican, have been mentioned as possible successors to the Second Zone assignment.

Favored by Hoover

COL. BROWN is understood to be favored by the administration. He was first to announce President Hoover's candidacy for the Republican nomination from Ohio in 1928, in the form of a letter received from the then Secretary of Commerce, and is a former secretary of state of Ohio. Chairman Couzens of the Senate Interstate Commerce Committee called on President Hoover Jan. 12, and, it is understood, is not favorably inclined toward Col. Brown.

Col. Brown was appointed general counsel Dec. 14, 1929, as successor to Bethuel M. Webster, Jr., who had resigned. Since July of that year Col. Brown had been chief counsel of the Federal Power Commission.

Born in Lincoln Township, Morrow County, O., Jan. 10, 1887, Col. Brown is an alumnus of Ohio Wesleyan University class of 1909, and of Ohio State University, 1913, where he was graduated from the School of Law. He was a classmate at Ohio State of Senator Dill, (D.) Washington, co-author of the Radio Act. He was admitted to the practice of law in Ohio in 1912 and maintained his residence in Columbus.

On April 3, 1917, several days before the World War was declared, Col. Brown volunteered his services in the Army and on June 12 was commissioned a captain. Following his discharge in Feb., 1919, he was commissioned a major in the reserves, and later was

(*Continued on page 28*)

Why Sponsors Should Advertise Programs

By HOWARD ANGUS
Batten, Barton, Durstine & Osborn, Inc.

Position in Radio Held Different From That in Press; Entertainment Rather Than Product Provides Copy

Howard Angus

THE GENERALLY accepted belief that advertisers should not advertise advertising is shaken off its all-inclusive pedestal in this article by an official of one of the leading advertising agencies who at the same time has the following radio contacts: He is chairman of the radio committee of the American Association of Advertising Agencies, chairman of the radio committee of the Advertising Federation of America, and chairman of the radio trade group of the Advertising Club of New York.

WHENEVER the advertising of commercial broadcasting programs is discussed, someone says, "I don't believe in advertising advertising," and the statement is accepted as closing the subject. My quarrel with this statement when applied to a commercial broadcasting program is that it assumes that such a program is the same as a printed advertisement in a magazine or newspaper.

Certainly nobody would advise anybody to take an advertisement in COLLIERS that said: "Be sure and read my advertisement about boots in the SATURDAY EVENING POST." The obvious thing for an advertiser to do is to say something about boots in both.

However, the position of an advertiser in radio broadcasting is different from his position in magazines or newspapers. The publisher of a magazine or newspaper buys his feature entertainment, edits this into shape and sells it as a magazine or newspaper. In the course of time, if he has a magazine or newspaper that appeals to the public, his circulation grows to a point where an advertisement in his publication is of value to a man with something to sell to its particular readers. You will note, however, that the publisher did his own editing and acquired his own circulation.

Why Radio is Different

NO MAGAZINE ever asked an advertiser to supply a story by Mary Roberts Rinehart or to go out in the street and sell copies. The publisher would be highly insulted and usually is if any advertiser tries to dictate his editorial policy or tell him how to get circulation. And certainly no advertiser would ever say to the publisher: "Don't advertise Mary Roberts Rinehart's story for the purpose of getting more circulation."

If the two nationwide broadcasting companies and all of the local broadcasting stations in the country furnished all of the entertainment and then came to an advertiser and said, "Here is a blank time of one minute—or two minutes—that you may buy for such a rate,"—why then these companies would be governing broadcasting just like a magazine or a newspaper runs its business. In that event I would be the last person in the world to say: "Take an advertisement in a newspaper or a magazine and advertise your two-minute ad on the air." And anybody that would say that would be foolish.

But that isn't the way broadcasting is run at all. Broadcasting was developed originally by two companies—one had radio sets and stations to sell, the other had radio stations to sell and wires to lease. They soon found out that if they supplied the programs it would eat up all the profits they made in selling radio sets and stations and leasing wires.

First they tried to get the entertainment for nothing. When they couldn't do that, they tried to get somebody to buy the entertainment for them. They naturally turned to some man who wanted publicity. They said to the president of the Blank Company: "If you put an excellent orchestra on the air and a fine quartet and a good soprano, we will let you say, 'The Blank Company takes great pleasure in presenting the Blank orchestra and the Blank quartet and the Blank soprano. But mind you not a word more about yourself than Blank."

When these two companies did this they invited the advertiser to sit in the editor's chair and also in the circulation manager's chair. In fact, every man who puts on a radio program is really putting out his own magazine of the air, finding the features that will draw an audience and then in between telling about his product. The latter part is the job that he always had been doing in magazines, but the first part is what the magazines have always done for themselves. And I claim this peculiar situation in which the advertiser finds himself in broadcasting makes his problem entirely different. He has not only to select a program that will give an audience entertainment that's comparable to a love story in a magazine or a murder story in a newspaper, but he has to tell the world that he has that kind of a program.

Like Theater Manager

THE MORE people that he can induce to listen to his program the larger the number who are going to hear about his product. In other words, he shouldn't allow people just to find his program any more than he would allow them to find his product. It naturally follows then that anything he can do to get a bigger audience he should do. One way to get that is to advertise in newspapers and magazines.

What is he advertising? His commercial announcement? Not at all. He is advertising his entertainment. The same thing a magazine does when it advertises in newspapers or other magazines or over the air.

Perhaps another illustration may make the point clearer. An advertiser in building a radio show is in the same position as a man who builds a show and puts it in a theater on Broadway. We can compare Broadway—which is the theatrical street—to the channel the advertiser has on the air. We can compare the theater to the time. Certainly some people will drop in to see the show on Broadway. Certainly some people will tune in to hear the show on the air. Certainly if they like it they will tell others about it and gradually the audience will grow. But why shouldn't the radio advertiser who has gone into the show business do what the Ziegfelds and Shuberts and all the rest of them do—tell the world about it in printed advertisement, in posters, and if it were possible, flash electric signs in people's homes.

It is his dual job that makes the advertiser's place on the air so different from his place in the magazine and newspaper. Because he is doing something else besides advertising, the expression—"I don't believe in advertising advertising"—applies in broadcasting only to his commercial announcement, not to his entertainment at all.

Copyright Licenses Extend After Feb. 1

New Yardstick Not Yet Found, According to Gene Buck

EXISTING copyright licenses with broadcasting stations will continue after Feb. 1 until a new "yardstick" for levying rates can be determined, according to latest reports from the American Society of Composers, Authors and Publishers. Gene Buck, president, stated that no yardstick has yet been worked out. Present contracts with stations, he said, are flexible and do not terminate on Feb. 1 unless new rates are introduced.

Original plans of the late Julius C. Rosenthal, general manager of the Society, were to levy the new rates, effective Feb. 1. His death last month left the matter unsettled. In a letter written before his death, he stated that the new rates would not be imposed until the copyright committee of the NAB had been consulted. That committee is composed of Henry A. Bellows, WCCO, Minneapolis; Frank M. Russell, NBC Washington vice-president; William S. Hedges, WMAQ, Chicago, and Walter J. Damm, WTMJ, Milwaukee.

No definite indication as to the form the new rates will take has been forthcoming, except that the Rosenthal plan contemplated higher revenues for the Society from radio. This would inevitably mean higher rates. Whether the rates would be on a percentage of gross income basis, or on some other basis, has not been disclosed by the Society.

Applause Card

STATION WRVA, Richmond, Va., employs an applause card that is "sponsored" by Edgeworth tobacco, manufactured by Larus & Bros., Inc., Richmond. The card solicits applause for artists, containing spaces for name and address of sender, name of station, time of program and comments. An Edgeworth ad appears on the card. These cards are furnished other stations also, the company's advertising manager being P. L. Reed. Its advertising is handled by Batten, Barton, Durstine & Osborn, New York.

Radio Advertising Inquiry Proposed

NAB Directors Welcome Couzens-Dill Resolution; Commission Would Gather Data; Delay is Foreseen

By MARTIN CODEL

Senator Couzens

OVERSHADOWING all other legislation concerning radio proposed in Congress during the last two weeks was the Couzens-Dill resolution (S. Res. 129) directing the Federal Radio Commission to conduct an inquiry into radio advertising, with particular emphasis on securing information regarding the feasibility of government ownership and operation of American broadcasting along European lines.

Senator Couzens (R.) of Michigan, chairman of the Senate Interstate Commerce Committee introduced his resolution Jan. 7. On Jan. 9, Senator Dill (D.) of Washington, co-author of the Radio Act, added a list of amendments designed to bring out of the Commission's investigation certain facts concerning educational broadcasting by educational stations and others. Senator Dill seeks particularly to learn the extent to which educational stations have left the air. He also seeks a tabulation of quota units assigned to stations owned and used by NBC and CBS. The combined resolutions were passed by the Senate Jan. 12.

Immediately upon the introduction of the Couzens resolution, Harry Shaw, president of NAB, and Philip G. Loucks, its managing director, called a meeting of the association's board of directors in Washington, at which a resolution welcoming the inquiry was passed.

Inquiry Welcomed

THE RESOLUTION reads as follows:

"1. The board welcomes any fair and impartial investigation of the broadcasting industry as an opportunity to demonstrate that the American plan of competitive broadcasting, in the hands of private industry, is immeasurably superior to the system which prevails in Europe, of broadcasting stations owned or controlled by governments and supported by heavy taxes on receiving set owners.

"2. The board is ready and willing to place at the disposal of Congress and the Federal Radio Commission any and all records, data and information which it has or which, through its organization, it may be able to obtain, and to this and offers its unqualified cooperation.

"3. The board is confident that in the foregoing it is expressing the views of the entire membership of this association."

Attending the NAB board meeting, at which copyright, taxation and other subjects also were discussed, were President Shaw and Managing Director Loucks; Vice-Presidents Paul W. Morency, of WTIC, Hartford, and John J. Storey, of WTAG, Worcester; Directors Leo Fitzpatrick, WJR, Detroit; M. A. Howlett, WHK, Cleveland; Arthur Church, KMBC, Kansas City; H. K. Carpenter, WPTF, Raleigh, and J. G. Cummings, WOAI, San Antonio, Tex.

Frank M. Russell, NBC, member of the executive committee, attended with the proxy of George F. McClelland and William S. Hedges, of NBC; Harry Butcher, Washington representative of CBS, attended with the proxy of Henry Bellows, WCCO, Minneapolis, and Don Lee, of the Don Lee-CBS System. Other proxies were held as follows: Harry Shaw for E. B. Craney, KGIR, Butte, Mont.; L. G. Caldwell for Quin A. Ryan, WGN, Chicago; and Frank D. Scott for A. J. McCosker, WOR, Newark.

The Couzens-Dill resolution is entirely in the nature of a fact-finding inquiry. Senator Couzens prefaced it with the statement that "there is growing dissatisfaction with the present use of radio facilities for purposes of commercial advertising."

Senator Couzens declared he was not committed to any particular scheme of radio operation but merely wanted a factual "guide" when the matter of radio advertising comes up in Congress. It is evident that he does not intend to press for action in this session, which will adjourn next spring or summer to prepare for the presidential campaign and which in the meantime has its calendar crowded with problems of much greater importance than radio legislation.

"I am convinced," said Senator Couzens, "that the whole radio industry is being irreparably damaged by the amount of time given to advertising on the radio, and if the industry is to continue to meet popular opinion, either advertising must be discontinued entirely, or limited to a single statement concerning sponsorship of the program."

Commission plans for the inquiry are indefinite at this writing, but they will probably take the form of questionnaires to stations. Next will follow public hearings at which the educators and the press interests opposed to present radio ownership and practices will be given an equal opportunity to state their cases along with representatives of the broadcasting industry. Much of the data asked for in the Couzens-Dill resolution is already available in the Commission files.

COUZENS-DILL RESOLUTION

(S. Res. 129 Passed by Senate Jan. 12)

SENATOR COUZENS' PROPOSALS

Whereas, there is growing dissatisfaction with the present use of radio facilities for purposes of commercial advertising; be it

Resolved, that the Federal Radio Commission is hereby authorized and instructed to make a survey and to report to the Senate on the following questions:

1. What information there is available on the feasibility of government ownership and operation of broadcasting facilities.

2. To what extent the facilities of a representative group of broadcasting stations are used for commercial advertising purposes.

3. To what extent the use of radio facilities for purposes of commercial advertising varies as between stations having power of 100 watts, 500 watts, 1,000 watts, 5,000 watts, and all in excess of 5,000 watts.

4. What plans might be adopted to reduce, to limit, to control and perhaps to eliminate the use of radio facilities for commercial advertising purposes.

5. What rules or regulations have been adopted by other countries to control or to eliminate the use of radio facilities for commercial advertising purposes.

6. Whether it would be practicable and satisfactory to permit only the announcement of sponsorship of programs by persons or corporations.

7. Any information available concerning the investments and the net income of a number of representative broadcasting companies or stations.

SENATOR DILL'S PROPOSALS

8. Since education is a public service paid for by the taxes of the people, and therefore the people have a right to have complete control of all the facilities of public education, what recognition has the commission given to the application of public educational institutions? Give name of stations, power used, and frequency.

9. What applications by public educational institutions for increased power and more effective frequencies have been granted since the commission's organization? What refused?

10. What educational stations have been granted cleared channels? What cleared channels are not used by chain broadcasting systems?

11. How many quota units are assigned to the National Broadcasting Company and the other stations it uses? To the Columbia Broadcasting System and other stations it uses? To stations under control of educational institutions?

12. In what cases has the commission given licenses to commercial stations for facilities applied for by educational institutions?

13. Has the commission granted any applications by educational stations for radio facilities previously used by commercial stations? If so, in what cases? In what cases have such applications been refused? Why refused?

14. To what extent are commercial stations allowing free use of their facilities for broadcasting programs for use in schools and public institutions? To what extent are such programs sponsored by commercial interests? By chain systems?

15. Does the commission believe that educational programs can be safely left to the voluntary gift of the use of facilities by commercial stations?

Commission Alters Application Forms

Stations Are Being Questioned As to Data on Organization

A QUESTIONNAIRE seeking information on ownership of broadcasting stations, as well as other organization data, as of Dec. 31, 1931, is being sent to all stations by the Federal Radio Commission.

The questions conform with those outlined in the new application form for renewal of license and are being propounded at this time because renewal applications filter in at different times under the new staggered license system.

The Commission has revised most of the existing routine forms to make them more comprehensive. Only the applications to install automatic frequency control devices and for authority to determine licensed power remain unchanged. The new renewal application form is numbered 303. The construction permit form, which also cares for modification of construction permits is numbered 301. For modification of station license, form No. 304 has been drafted. Form No. 302 is for application for license following a construction permit or modification.

An entirely new form, to be used in applications for extensions of time for construction permits already issued is numbered 701. Heretofore, such applications were made as modification of construction permits.

One for the Book

FROM FULL-TIME operation to 1½ hours per week is the reduction in operating hours voluntarily accepted by WLCI, Ithaca, N. Y., under General Order 112 designed to bring about maximum use of station facilities. Operated by the Lutheran Association, the Commission discovered that the station was using less than the 12 hours per day specified for unlimited time stations. It asked the 50-watter about it, and the station responded it desired specified time of one and one-half hours on Sunday mornings only. The station is assigned to 1210 kc.

A Small Station is Measured by Its Friends

By CRAIG RICE
Script Editor, Beacon Syndicate, New York

Programs Designed to Excite Local Interest Often Prove More Popular Than Expensive Talent of Rival Net

CRAIG RICE believes the independent radio station is the backbone of broadcasting. Her experience, largely with small stations, includes everything from selling time to performing. Entering radio from newspaper reporting, she found the experience she had had chasing news served her well. When a tornado struck southern Wisconsin, she flew over the stricken area, taking pictures and reporting for WCLO, Janesville. The story of that experience is referred to in the accompanying article. Miss Rice, besides being a photographer, a flyer, a reporter and a radio editor, is a novelist. Two of her novels are to be published this year.

Craig Rice

HOW BIG is the small radio station? Or—how big is any radio station?

Well, station A has 100 watts, station B has 1,000. B spends $10,000 a week, A spends $1,000 and has to watch the pennies. B has a large, high-priced staff, A is operated by a handful of underpaid enthusiasts. B has a 500-mile radius, A has 50. But these and kindred figures have nothing to do with the measurement of the station.

Within A's 50 mile radius, how many more listeners would rather hear the programs from A than from any other station? Do the community and the individual advertisers stand solidly back of station A? And does station A repay that community and individual confidence with actual service? Then station A is one of the biggest—as big as it can or should hope to be.

Way back in my first days in radio, I outlined a tentative program for a small station, and showed it proudly to an experienced and critical station manager.

"Yes," said he, "but remember that every program in the series must be just as good as——," and he named a nation-wide program that is one of the standards of radio production.

When I scoffed at that as impossible, he added: "It must be just as good because it is directly competing with that program. You are expecting listeners to tune out that program and listen to yours."

From the idea springs the real idea of measurement for the small—or large—station. No matter what area it covers, every program it presents must be something that the listeners would rather hear than any other program broadcast at the same time.

Thus the station manager must measure the size of his station, the time, effort and money put into developing programs—not by the area he covers—but by the time he is on the air.

This is no new idea. It's old stuff to every station owner, because if he doesn't know it very thoroughly, he doesn't own the station—the sheriff owns it.

But how is it to be done? The handicap is overwhelming. The small station cannot afford highly experienced staff members or expensive musical talent. Yet it is directly competing with programs whose individual cost may be more than the small station's monthly budget.

The answer to the small station's greatest problems stands out in two words that might well be written in letters of fire—"*Personalize*"—"*Localize.*"

In other words, the small station's handicaps can be made its greatest assets. It will not be listened to because of the money it spends, the size of its staff or the area it covers—it *will* be listened to because it is a local station. Its limitations and advantages are one and the same, because, properly handled, they constitute its personality.

The ideal small station operates on a first-name basis. It is informal, and it is friendly. It is keenly alive to its community responsibilities. It recognizes its importance as an outlet for community thought and expression. It is always ready to welcome the community into its studios, and ready to go outside its own doors to offer community service.

For example, one small station reports as a fair sample of daily telephone calls, a number of requests, a question about the World's Series, a call from someone who has lost a dog, and a plea from an anxious housewife who has caught a turtle and wants the cooking expert to tell her how to make turtle soup. Not an unusual list, considering the calls that come in to every station, but representative of that same "first name" attitude in the tone of those calls—neighbors calling to neighbors.

Neighborly Atmosphere

LISTENERS who made those calls are listeners because they feel that they are a part of the station itself, and because they feel on first-name terms with everyone connected with it. When the radio is turned on, the voices of their friends are projected into the family circle. They have made up programs with their requests, they have sent recipes to the home-maker's hour. Their children take part in the children's hour broadcasts, and they always feel free to come up to the station, make themselves comfortable in the reception room, listen to the programs and chat with anyone who has a minute to spare.

And in that feeling of very personal friendliness, the station finds its biggest asset.

The facts of community service can never be overlooked in the light of the station's actual responsibility to the community and in the light of what the fulfilling of that responsibility can do for the station itself. Again as an example, some time ago the countryside near a small station was swept by a mild tornado. Before the last echoes had died away, the station was sending out information as fast as it could be received, sending calls for relief workers, and reassuring anxious friends and relatives who telephoned in for information. As long as there was information to give out, the station stayed on the air. Some 8,000 telephone calls came in the night of the tornado, and 15,000 were received the next day.

Early the next morning a special plane chartered by the station was flying over the area with an aerial photographer and reporter who happened to be a member of the staff, charting the damage, surveying the scope of the tornado, and taking pictures for the local paper. The complete story of the scene was broadcast as soon as possible, every member of the organization laying aside everything else to offer assistance.

By noon of the next day the station was organized to raise funds and get whatever help was needed. Friends and neighbors of the station telephoned in offers of money, food, clothing and shelter—even the loan of threshing machines and hay-balers to the sufferers. A special relief program was organized, every staff artist and many outside the staff volunteering their services. Regular programs were set aside and the relief program was continued as long as requests and offers for help kept pouring in.

Good Will Pays

AN EMERGENCY, yes, but it was only one link in the chain that binds the station to its community life.

In another station, a community-service program actually saved the station's life. Starting out with a terrific handicap of community indifference, even community resentment, the station struggled along for months on the brink of ruin. Then it occurred to someone on the staff to bring the community into the broadcasting studio in a new way. Half an hour a day was set aside to be given to local organizations. Local service clubs, business men's organizations, parent-teacher associations, charity organizations were given a half-hour a week to use as they wished.

It was suggested to several luncheon clubs that on each program one member present a five-minute talk. Consequently, local business men brought into the station as speakers, took a keen interest in the welfare of the station. Visitors came to the station by the hundreds, and each one carried away a feeling of personal interest.

The station's eventual success was one result, another was the excellence of the programs developed by the organizations taking part.

Some stations feature daily woman's club programs, tied closely with the woman's clubs of the community. One has a little theater of the air, organized by a group of amateur players. In children's clubs, every one of the members feels a sense of responsibility

(*Continued on page 28*)

Commerce Department Radio Transfer to Commission Nears

Rep. Horr Asks Inquiry, Charges RCA Favoritism; No Hearings Yet Scheduled in Either House

By LYNNE M. LAMM

CERTAINTY that the Radio Division of the Department of Commerce will shortly be transferred to the Federal Radio Commission is seen in the speedy passage by the Senate of Senator Dill's bill (S. 1037), which now goes to the House. There it has met the favor of Rep. Ewin Davis (D.) of Tennessee, new chairman of the House Committee on Marine, Radio and Fisheries. Plans to press the bill have not yet been made on the House side, nor is it known whether the administration, through Secretary of Commerce Lamont, will oppose the measure, as it did last year when the bill died in the then Republican House after passing the Senate.

Representative Davis' committee, it will be noted, now bears a change in name. Whereas it formerly was simply the House Committee on Marine and Fisheries, it now is officially to be known as the House Committee on Marine, Radio and Fisheries. This was the result of a resolution by Representative Collier (D.) of Mississippi, chairman of the Ways and Means Committee. It passed the House without dissent.

Except for the Couzens-Bill advertising resolution, there were relatively little new legislative proposals concerning radio in either House of Congress during the last two weeks. Rep. Horr (R.) of Seattle, who introduced the resolution (H. Res. 80) asking for an investigation of the Federal Radio Commission and of the NBC's recent purchase of four Pacific Coast stations, issued a statement in which he condemned the Commission and called it "one of the most extravagant and arbitrary of the government agencies."

Charges Favoritism

HE DECLARED that he is making a radio investigation of his own and that while he has "just scratched the surface in this radio mess," he believes that a Congressional investigation is "urgently needed, and I will vigorously seek such a hearing."

Rep. Horr also took occasion to condemn NBC. "Favor of monopolistic control," he said, "is the most vicious tendency of the Commission. This is evidenced by the hold NBC and RCA have upon the Commission. Incidents of unfairness which almost amount to tyranny are numerous. Stations have been given increased time and power without even formal petition, when smaller stations whose facilities have been attacked have had to spend huge sums of money to retain high priced counsel and prove convenience and necessity at a hearing.

"I am of the opinion," continued Rep. Horr, "that if these chains desire to continue their nation-wide broadcasts each should synchronize on one wave length, leaving the remaining wave lengths for individual stations. The listening public could thus hear the chain programs or listen to the local community features."

Rep. Horr, serving his first term in Congress, was receiver for the defunct Northwest Broadcasting System, launched as a third nation-wide network several years ago by Adolph F. Linden. Stations of this net were among those recently acquired through purchase by NBC.

KTNT Inquiry Asked

A PETITION has been filed in the Senate on behalf of Norman Baker, Muscatine, Ia., asking for an investigation of the Radio Commission in connection with its deletion of his KTNT. The petition has been referred to the Committee on Interstate Commerce.

Rep. Connery (D.) of Massachusetts has introduced a bill which has been referred to the Committee on Merchant Marine, Radio and Fisheries "authorizing the Federal Radio Commission to assign to labor a cleared broadcasting channel." This is similar to the bills which were introduced in both Houses of Congress at the last session and which came very near passing.

It is expected that in the near future Senator Dill will introduce two radio bills, while Rep. Davis probably will introduce two bills. These will deal with routine matters of the Radio Commission and probably also with controversal matters including lottery and advertising. Judge Davis stated that he does not expect his committee to conduct any radio hearings until after it has concluded some hearings on merchant marine which have not yet started. In fact, at the time this is written no radio hearings have been scheduled for the near future in either House of Congress.

Status of Radio Legislation

THE FOLLOWING tabulation shows the committees to which the bills and resolutions now pending in Congress have been referred and their status to date:

PASSED BY SENATE

S. Res. 129—Couzens-Dill resolution for advertising investigation by Radio Commission.
S. 1037—Dill bill, transferring Radio Division to Commission.

SENATE COMMITTEE ON INTERSTATE COMMERCE

S. 4—Fess radio educational bill.
S. 481—White omnibus radio bill.
S. 750—McNary radio lottery bill.
S. 2198—Hastings bill to amend Interstate Commerce Act.

SENATE COMMITTEE ON RULES

S. Res. 28—Howell bill for investigation of possibility of broadcasting from Senate chamber.
S. Res. 71—Dill bill providing for broadcasting from Senate chamber.

SENATE COMMITTEE ON PATENTS

S. 21—King copyright bill.
S. 22—King licenses for unused patents.
S. 176—Hebert copyright bill.
S. 1035—Tydings copyright bill.
S. 1866—Dill patent bill.

SENATE COMMITTEE ON AUDIT AND CONTROL

S. Res. 58—Dill bill to investigate RKO.

HOUSE COMMITTEE ON PATENTS

H.R. 139—Vestal copyright bill.

HOUSE COMMITTEE ON THE JUDICIARY

H.R. 256 — Christopherson bill prohibiting radio lotteries.

HOUSE COMMITTEE ON MERCHANT MARINE, RADIO, AND FISHERIES

H.R. 410—French radio lottery.
H.R. 6039 — Sirovich bill to transfer Radio Commission to Department of Commerce.
H. R. 7253—Connery bill to provide clear channel for labor.

HOUSE COMMITTEE ON INTERSTATE & FOREIGN COMMERCE

H.R. 421—Hoch bill to amend I.C.C. Act to define radio as "common carrier."

HOUSE COMMITTEE ON RULES

H. Res. 80—Horr resolution to investigate Radio Commission and NBC control of Pacific Coast stations.

"Open Time" Listings

"OPEN TIME" listings are being sent to all local and about 30 national advertising agencies periodically by KMBC, Kansas City, to keep them apprised of time available on that station. The mimeographed bulletin shows the precise periods open for sponsorship and includes a listing of the program that immediately precedes and follows each open period.

146 NAB Members

AN INCREASE in the active membership of the National Association of Broadcasters during the 1931 calendar year of from 88 to 146 is announced by Philip G. Loucks, managing director. Associate membership during the same period increased from 25 to 28. Eight members resigned and seven were dropped for non-payment of dues during the year.

Brief Advertising, Plea of Listeners

Survey Reveals Housewives Enjoy Commercial Talks

RADIO advertising talks should be "short, snappy, to the point, interesting and indifferent" to hold the listeners, according to listeners who answered a questionnaire sent out by the Hygrade Sylvania Corp., of Emporium, Pa., tube maker and radio advertiser, in a "Better Broadcasting" contest. Hundreds replied to the question: "Should advertising announcements in radio programs be limited, and why?"

An analysis of the replies shows that 76 per cent of the listeners believed such announcements should be limited both in length and content; 27 per cent held there should be no fixed limit, while 1 per cent was neutral. About half of those who advocated no limit, qualified by saying that the intelligent sponsor would set his own limit, realizing that the listener would dial out if too much of the program time were devoted to advertising talk.

Only one respondent suggested that the sponsor should make a gift of the program without any advertising, and he would permit the use of the sponsor's name at the beginning and end of each program. "Monotonous" cropped up most frequently in criticism of advertising talks, and "longwindedness" was offered as the second reason for tuning out a program. Said one writer: "I now reach for the dial instead of a cigarette." One woman, evidently the holder of the family purse, does not permit her family to purchase any product advertised by long dull talks. She maintains that the manufacturer who is so dull in his advertising methods is open to suspicion in his manufacturing methods.

On the other hand many housewives wrote that advertising talks are the most valuable and interesting part of the program to them. These busy women do not have time to read during the day, but can listen to the radio while doing their work. "There are many products which I have heard of over the air, and am now using, which I would never have known about otherwise," one wrote. Others listen to the radio announcements, then read the newspapers to find the dealers who sell these products. The opinion of the majority answering the question seems to be summed up in this quotation from the letter of a physician: "It is through the manufacturer that we get our good programs, and they in turn must get their word across. Most of them use intelligence in doing it. We owe them the courtesy of a hearing, unless their methods are too bad. Then we dial out."

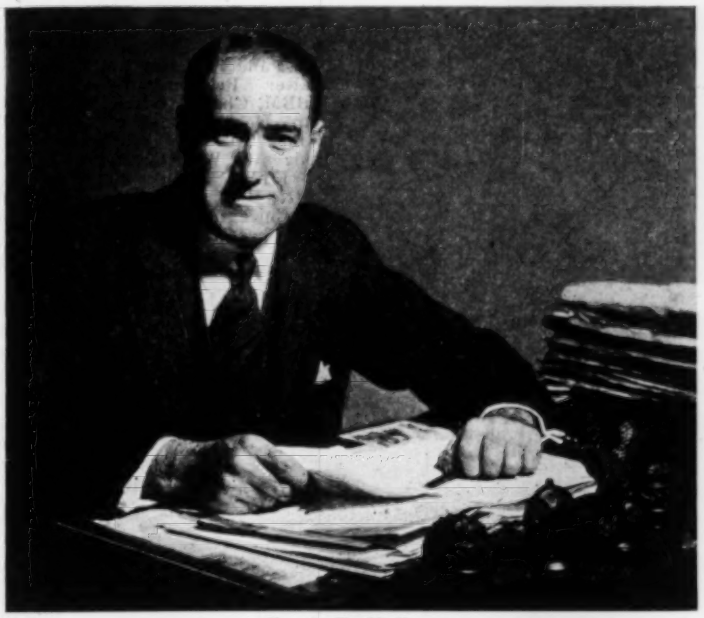
KCMC Soon Starts

J. E. RICHARDS, manager, reports that KCMC, Texarkana, Ark., will be in operation about Feb. 1. The station formerly was WDIX, Tupelo, Miss., 100 w. on 1500 kc., but the removal and call change was authorized by the Radio Commission. It will operate with the same power on 1420 kc.

City Folk Also Enjoy National Farm Hour

By FRANK E. MULLEN
NBC Director of Agriculture

Country-Wide Net Feature Designed to Entertain as Well As Acquaint Rural Listeners of Industry's Progress



Frank E. Mullen

THOUSANDS of listeners from coast to coast hear the National Farm and Home Hour as part of their daily routine. And many of these are residents of the urban as well as the rural areas. The secret of the success of this program is explained herewith as the three-fold appeal of good music, agricultural news and information on scientific research.

WITH its three-fold purpose—to present agricultural news, to disseminate information regarding the work of specialists in agriculture and home economics, and to give country folk a front row seat in the theatre of the country's best music and entertainment—the National Farm and Home Hour is a daily part of the lives of thousands of both country and city residents.

Established about three years ago, the program has expanded until, at the present time, Farm and Home Hour service is available to practically every home in the country, daily except Sunday. It is broadcast over a network of 45 stations covering the country as far west as Denver. The Western Farm and Home Hour, from the San Francisco NBC studios, and over eight Western stations, covers the Pacific states. On Saturdays special programs are broadcast over the combined networks.

It has been found that country folk like the better types of music and plenty of entertainment. The hour-long programs consequently have been designed to average about 25 minutes of news and information, including a five-minute official news report of the Federal and 48 state governments furnished by the United States Daily, a 15-minute period of informational talks by specialists in the United States Department of Agriculture and the Federal Farm Board, and timely news reports by the state farm papers.

The remaining 35 minutes are devoted to music by Harry Kogen and the Homesteaders orchestra and to a variety of other entertainment furnished by radio stars. The Homesteaders have been a part of the National Farm and Home Hour for several years and have, through their many contacts with their audience, learned to know their friends of the air. This fact develops a spirit of informality that has been found very pleasing to thousands who comment on the friendly atmosphere of the broadcasts. Every musician in the Homesteaders orchestra is an accomplished soloist.

Farm Groups Aid

IT HAS been estimated that about one in every three farm homes is equipped with radio sets. This means that about two million families living in the rural sections of the United States may share in the services given in the Farm and Home Hour. The broadcast may be employed as their means of following up-to-the-minute news of their own industry as well as a source of information on the work of leading agricultural scientists.

The authoritativeness of the material included in the broadcasts is assured by the official cooperation of the U. S. Department of Agriculture, radio service of which is under the direction of Morse Salisbury.

Cooperating with practically every important farm organization in the country, the Farm and Home Hour maintains a monthly program with the American Farm Bureau Federation, Farmers' Educational

(*Continued on page 30*)

Farm Home Net

THE NATIONAL Farm and Home Hour is broadcast over the following stations associated with NBC between 11:30 a. m. and 12:30 p. m., CST, daily except Sunday:

WRC, Washington; WBAL, Baltimore; WJR, Detroit; WREN, Lawrence; WEBC, Superior-Duluth; WIOD, Miami Beach; WSM, Nashville; WSB, Atlanta; WSMB, New Orleans; WOAI, San Antonio; KOA, Denver; WFAA, Dallas; WOW, Omaha; WJZ, New York; WHAM, Rochester; KFKX, Chicago; KWK, St. Louis; KSTP, St. Paul; WRVA, Richmond; WJAX, Jacksonville; WHAS, Louisville; WMC, Memphis; WJDX, Jackson; KVOO, Tulsa; KPRC, Houston; WKY, Oklahoma City; WHO-WOC, Des Moines-Davenport; WDAF, Kansas City; WBZA, Springfield; KDKA, Pittsburgh; WPTF, Raleigh; WBZ, Boston; WLW, Cincinnati; KTHS, Hot Springs; WFLA-WSUN, St. Petersburg-Clearwater; WDAY, Fargo; KFYR, Bismarck; WGAR, Cleveland; WAPI, Birmingham; WIBA, Madison; WWNC, Asheville; WIS, Columbia; KOIL, Council Bluffs.

On Saturday only the following stations also broadcast the programs: KFI, Los Angeles; KGO, San Francisco; KOMO, Seattle; KFSD, San Diego; KTAR, Phoenix; KGW, Portland; KHQ, Spokane; KSL, Salt Lake City.

Artists who have appeared in National Farm and Home Hour, among them The Homesteaders, Frank E. Mullen, The Pickard Family, Chauncey Parsons, Wallace Butterworth and other radio stars.

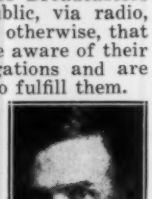
Joint Program Offered to Win Public

Stanley Hubbard and Henry Bellows Explain Attitude of Broadcasters in KSTP and WCCO Novel Feature

IN ACCORDANCE with the recently adopted policy of the National Association of Broadcasters, KSTP, of St. Paul, and WCCO, of Minneapolis, broadcast a joint New Year's Day program designed to assure listeners that broadcasters are fully aware of their public service obligations and are striving earnestly to fulfill them. The American system of competitive broadcasting sponsored by advertisers was portrayed as responsible for the wide variety of entertainment available, and at the same time listeners were told that the industry is seeking to eliminate the abuses of commercial programs.

AN INTERESTING and significant departure in station relations and in the audible relations of stations with their public was inaugurated on New Year's Day at KSTP, St. Paul, and WCCO, Minneapolis, when they staged a joint half-hour program designed to acquaint their listeners with the problems of broadcasting.

It was a well accepted feature, according to Stanley Hubbard, manager of KSTP, and Henry Bellows, former member of the Federal Radio Commission and now CBS vice president and director of WCCO, both of whom spoke on the program. Moreover, it was directly in line with a new policy for stations being promoted by the National Association of Broadcasters to acquaint the public, via radio, public speeches and otherwise, that the broadcasters are aware of their public service obligations and are earnestly striving to fulfill them.



John J. Daly

To provide station managers with information regarding various aspects of radio, the NAB this month appointed Jack Daly, columnist of the WASHINGTON POST, as director of its information bureau. He will answer inquiries from stations and others and is now at work building up a library of radio information.

The KSTP-WCCO program, interspersed with music, was staged in the studios of both stations. It was announced as "frank discussions of the problems that radio is facing." Mr. Hubbard then spoke from the studios of KSTP, saying:

Calls Broadcasters Modest

"ALTHOUGH radio broadcasting is accepted as an old friend by most of the nation's listeners, yet it is only eleven years since the date of the first scheduled broadcast from KDKA at Pittsburgh. Since that time radio has grown so fast that today it is a tremendous factor in our local and national life. No one could foresee the exact line that it would take, and, like any other sweeping and far-reaching development, radio has found those who would hinder its progress.

"It has been my fortune to be affiliated with radio during its formative stages, and I am sure that the progress in program quality and reception since the days of the first crystal sets has been as obvious to you as to me. Perfection is a goal seldom reached in human endeavor; the important thing is to learn not to make the same mistake twice. Sometimes I have felt that *although radio is the greatest voice in the world, it has been backward in telling the world about itself.* This program was designed as a step in that direction, and I know we shall all be interested in the views of Mr. Bellows, who is to follow me at the microphone."

He then introduced Mr. Bellows. Speaking from the studios of WCCO, Mr. Bellows said:

"The broadcasting industry of America, in wishing every radio listener in the country a happy New Year, pledges itself to giving a better service to the public during 1932 than ever before in the brief but amazingly swift development of the broadcasting art. *The broadcasters pledge themselves to a further increase in the variety and scope of their programs and to a steady improvement in the mechanical means of transmission, to the end that every American radio listener may have at all times the choice among two or more programs of the highest possible quality.*

Developed by Competition

"IN ACCORDANCE with the American ideal, broadcasting in this country has developed, not as a government monopoly, but as a highly competitive enterprise. Here in the Northwest, for example, the two stations which are today broadcasting this program are bringing to you daily the programs of two great broadcasting systems, each constantly striving to outdo the other in serving the public.

"There are some who have so little faith in our American way of doing things that they want to see radio broadcasting administered by the government. At a time when the cry of the entire nation is for a reduction in taxes, they want to see new taxes imposed on every owner of a receiving set. They want to do away with competition and have radio broadcasting administered in the same way in which farm relief has been administered by the Federal Farm Board.

"It is not surprising that such a proposal should be actively supported by interests which cannot without alarm see the growth of a new advertising medium. They would naturally like to destroy a medium from which they fear competition. Advertising support of radio broadcasting has given America the finest radio service in the world. It has made possible that element of keen competition which is the surest safeguard of the public interest. It has prevented monopoly and kept broadcasting out of politics.

"That there are some abuses in the advertising use of radio broadcasting we are fully prepared to admit, and the industry at its recent convention has definitely pledged itself to remedy those abuses. We do not propose to permit any section of the public to be exploited by unscrupulous, untruthful or fraudulent advertising, nor do we propose to permit the public taste to be offended by blatant or vulgar advertising announcements. We do, however, insist that the best possible service to the radio listeners of America is absolutely dependent on the continued expenditure by advertisers of between eighty and one hundred million dollars a year, spent for the sole purpose of giving the listeners the best music, the finest entertainment, the most varied service, obtainable anywhere in the world.

"And so, in once again wishing all of you a very happy New Year, I want to remind you that radio broadcasting is a public service maintained without expense to you, and for your sole benefit. You are the only censors of radio broadcasting, and it is for your benefit that America has built up, through private initiative and energy, a competitive broadcasting system which spends annually for program service and transmission vastly more than all the rest of the world combined. When you read attacks on this system, I hope you will analyze them carefully enough to understand the motive behind them, and I hope that throughout 1932 you will all remember that the sole object of the two great broadcasting chains, and of every individual station is to find out what you want and see that you get it."

WGBS Now WINS

CALL LETTERS of WGBS, New York, recently acquired by the Hearst newspaper interests, were changed on Jan. 15 to WINS. Studios will be moved in March to the Ritz Towers.

Chicago Stations Unite for Jobless

CHICAGO'S radio stations and artists staged one of the finest public shows in the history of radio as their part in Governor Emmerson's drive for the Joint Emergency Relief Fund. More than eighty acts were staged to a packed house of close to 20,000 spectators at the Chicago Stadium, mammoth indoor arena and convention hall, Friday evening, Jan. 8.

An executive committee headed by Niles Trammell, vice-president in charge of Chicago division of NBC, and including among others Walter Preston of CBS and WBBM, Charles Correll and Freeman Gosden, known better as "Amos 'n' Andy"; William S. Hedges of WMAQ; Homer Hogan of KYW; Frank Schreiber of WGN; Sidney Strotz, president of the Chicago Stadium Corporation, and others rallied the radio talent of the city to good purpose.

Nineteen studio and pickup bands, every well-known announcer in the district, leading skit acts, quartets, duets, harmony teams, organists, pianists, and soloists of every nature were recruited and put on the show without a hitch.

Numerous details had to be handled—such as moving entire cafe bands to the stadium, placing them, hearing them, and getting them back to their houses under motorcycle police escort so that all dancing, shows and broadcasts could go on.

Such nationally known acts as Amos 'n' Andy, Bill Hay, Myrt and Marge, The Three Doctors, Wayne King and his Orchestra, Ben Bernie (who was master of ceremonies), Irma Glen, Clyde McCoy and his band, Louis Banico's orchestra; Joseph Gallicchio and his Amos 'n' Andy "Theme Song" group; Herbie Kay and his band; Jimmie Garrigan's orchestra; and others appeared in person for the entertainment.

New Log Coming

DECEMBER corrections to the February, 1931, edition of the list of Broadcasting stations in the United States, published by the Government Printing Office, were issued in the usual monthly mimeograph form by the Commission under date of Jan. 2. A newly revised log, containing all corrections to Jan. 1, 1932, has just gone to press and should be available within a month or two. Like the 1931 log, it will contain lists of American broadcasting stations by call letters, states and frequencies. The call list will also indicate the quota units assigned each station in the new log, which will incorporate several other convenient changes.

Call Changes

THREE call letter changes have been authorized by the Federal Radio Commission in recent weeks. WELK, Philadelphia, is now WDAS; WRBJ, Hattiesburg, Miss., has been changed to WPFB, and KSMR, Santa Maria, Cal., is now KERN.

Reallocate Non-Broadcast Band Feb. 1

Television Needs Anticipated in General Realignment of Communication Frequencies; Channels Doubled

A SWEEPING reallocation of the whole radio spectrum, excluding the broadcast band, takes place on Feb. 1, effecting a reduction in channel widths which practically will double the number of available frequencies by raising operating standards to the level of modern radio technique.

Covering all commercial and experimental communication stations, the shift was devised by the Federal Radio Commission's engineering division at a series of round table conferences with licensees over a period of more than a year. Not a single hearing was held, and whatever difficulties were encountered in the frequency exchanges among different classes of services never got beyond the closed doors of the engineering division, yet the entire reallocation met with the satisfaction of all parties concerned.

The reallocation, which is in accord with the recommendations of the International Technical Consulting Committee on Radio Communications that met at The Hague in 1929, was approved by the Commission last Sept. 3.

Incorporated in the Commission's new rules and regulations, the reallocation places into effect for the first time a one-tenth per cent separation between frequencies above 1,500 kc.—the upper extremity of the broadcast band,—as against the present standard of two-tenths per cent. The number of channels available from 10 to 28,000 kc. is consequently increased from 1,814 to 3,025.

While the shift has no direct bearing on broadcasting, it does anticipate the prospective needs of television. Provision is made for a new sound track (1550 kc.) just outside the broadcast band in place of the former frequency of 1604 kc. Definite regulations covering visual broadcasting are incorporated, and one frequency in the medium short wave band, heretofore assigned for experimental television, is exchanged for another in the lower portion of the same band, previously assigned to aviation in order to bring the television band into closer proximity with the broadcast band.

Commission's Best Work

HAILED by Maj. Gen. C. McK. Saltzman, chairman of the Commission, as "probably the most important and satisfactory job yet done by the Radio Commission," the realignment was worked out under the supervision of Dr. C. B. Jolliffe, Commission chief engineer. The detailed work was accomplished by Lieut. E. K. Jett, U. S. N., retired, assistant chief engineer. The international communications and television aspect were handled by Gerald C. Gross, chief of the international and inter-departmental relations section.

Commenting on the undertaking, Chairman Saltzman emphasized that it was all arranged at a conference table. "It never could have been done by hearings and law suits," he asserted. Dr. Jolliffe declared that unless there are unforeseen developments the entire project will become operative as scheduled on Feb. 1.

Lieut. E. K. Jett

Gerald C. Gross

Lieut. Jett explained that enforcement of the order necessitated a thorough revamping of allocations of frequencies to particular types of service, such as point-to-point, coastal, marine relay, ship, aeronautical, television, geophysical and experimental assignments. Tolerance limits to minimize interference are prescribed for the various classes of service.

Of significance is the fact that the new alignment extends the limits of the usable portion of the high frequency range from 23,000 to 28,000 kc., making available 175 additional frequencies on the one-tenth per cent separation. Heretofore 23,000 kc. has been recognized as the extremity of the reserved portion of the spectrum, under the international treaty adopted at the Radiotelegraph Conference held in Washington in 1927.

Designation of 1550 kc. as the new television sound-track was agreed upon because it is adjacent to the broadcast band. That means, according to Lieut. Jett, that most broadcast receivers will pick up voice modulation; and thus the need for special short-wave receivers to receive the short wave voice accompaniment to television will be obviated. Moreover, it was pointed out that allowance is made for the 50-kc. separation deemed necessary between broadcast channels in the same locality to avoid cross-talk.

Exchange With Aviation

BY MUTUAL agreement between aviation and television licensees, the band from 2,850 to 2,950 kc. was exchanged for the 1,600-1,700 kc. band, the latter heretofore having been assigned to aviation. Thus, the new sound track channel of 1,550 kc. is adjacent to the new television band, and the sound track channel, in turn, is adjacent to the broadcast band.

Other details of visual broadcasting regulations were contained in the Dec. 15 issue of BROADCASTING. These, together with such other shifts and regulations of particular interest to broadcasters, such as relay broadcasting and general experimental operations, are incorporated in newly printed rules and regulations just forwarded to licensees by the Commission.

In the frequency range from 10 to 1,500 kc., covering fixed, government, maritime, state police, aircraft and broadcast service, the number of channels, under the new allocations, is increased from 561 to 674. In the bands from 1,500 to 6,000 kc., relating to fixed, government, maritime, municipal police, television, experimental, amateur, aviation, general communication and miscellaneous services, the number of frequencies is increased from 639 to 947 under the one-tenth per cent separation.

The largest increase occurs in the high frequency range from 6,000 to 28,000 kc., covering the transoceanic services, ship telegraph and telephone, government, aviation, amateur, experimental relay broadcasting and unreserved facilities. This increase is from 624 channels on the two-tenths per cent separation, to 1,377 on the one-tenth per cent, taking into consideration also the increased range of the band from 23,000 to 28,000 kc.

Assignments, tolerances, and widths of frequencies below 550 kc., or in the low and medium bands, have been designated in the new order from the operations standpoint. Band widths required in the different ranges have been selected, and a channeling system has been worked out to meet these requirements. Differences in the characteristics of the frequencies are responsible for these provisions.

System is Flexible

THE IMPORTANCE of frequency stability is stressed in the regulations, which details a comprehensive list of requirements as to tolerances for the different classes of stations, all representing a "tightening up" of requirements. It is brought out that nations signatory to The Hague conference agreed that modern apparatus and up-to-date methods must be employed if the narrower separation is to be accomplished without interference.

The entire system has been so devised as to make it extremely flexible. As the art progresses, and upon substantial proof that no interference will be caused, the number of stations assigned to the various frequencies may be augmented. The rigid channeling system heretofore enforced, in effect, is discarded, but the allocations always are protected by the requirement that a proper showing of technical advancement must be made before changes will be permitted.

To prepare for the simultaneous shift, the Commission last September adopted an order extending all existing licenses for the various classes of service until 3 a. m., Feb. 1. New licenses issued since then have been in accord with the new allocations. It is expected that all licenses affected will clear through the Commission prior to Feb. 1, and will be issued under the new service and station classifications covered in the rules and regulations.

The Commission, on Jan. 5, decided to waive for one year only, to put into effect the staggering system, the requirements of the new rules and regulations with respect to these classes of stations, so that licenses for these stations may be renewed for a longer period than one year.

This action was taken so that the Commission and licensees will be relieved of the necessity of handling short term licenses, and at the same time to permit the issuance of licenses in accordance with the schedule of normal expiration dates. The license period of each class of station is as follows:

Aeronautical, aeronautical point to point and airport license periods from Feb. 1, 1932, to March 1, 1933.

Aircraft license period from Feb. 1, 1932, to April 1, 1933.

Municipal police, state police, marine fire, experimental visual broadcast, (including synchronized sound track stations) experimental relay broadcast and special emergency license periods from Feb. 1, 1932, to May 1, 1933.

All classes of stations in Alaska, with the exception of broadcast and amateur, license periods from Feb. 1, 1932, to June 1, 1933.

Stations of other classes will be issued licenses so as to expire in less than one year on the regular date approved for each particular class of station. These stations will receive licenses ranging in time from eight months to one year.

Monthly Rate Cards

REVISED monthly rate cards are being mailed regularly to advertisers and agencies by WPTF, Raleigh, N. C., according to H. K. Carpenter, manager. Included in the rate cards, is an "open time" listing, showing what time is available for sponsorship on the station.

XUM

Showdown with Chicago Union Averts Strike New Year's Day

Sweeping Victory for 12 Radio Stations; They Call Musicans' Threat, Win on Every Point

(From a Staff Correspondent)

Wm. S. Hedges

CHICAGO, Jan. 15. — Chicago's broadcasting stations entered the new year with their musical destinies once more in their own hands after united negotiations not only averted a musicians' strike, called for midnight of Dec. 31, but resulted in a sweeping victory for the stations over the Musicians' Union in the latter's demand for shorter hours without lower scale, musicians' operation of gain controls in control rooms, and other stipulations.

Not only did the stations defeat every demand of James C. Petrillo, president of the Chicago Federation of Musicians and Local No. 10 of the American Federation of Musicians, but they put over several points of their own before the final settlement was reached during the afternoon of Dec. 31.

The musicians were awarded their six-day week; but they will have to put in the same number of hours in those six days as they did before in seven—namely, 35 instead of the 30 they demanded; and, furthermore, the stations may "stagger" the days off for the men according to their own schedule and are not required to employ a substitute in any musician's place unless they desire to do so.

Above all, the broadcasting stations demanded, and obtained, a contract with the Musicians' Union, something they never had before. The contract not only sets forth the settlement on the recent negotiations, but maintains all of the concessions granted various stations by the union merely as favor —concessions which the Union could have withdrawn at any time.

Petrillo's Demands

THE CRISIS just passed developed Dec. 7 when Mr. Petrillo, out of a clear sky, presented five demands to the stations. Previous demands over a period of years had for the most part been helplessly accepted by the stations.

The five demands were:

1. Doubling of the overtime scale for radio musicians.
2. Barring of electrical transcriptions from the stations for commercial purposes.
3. Cutting of the evening hours of work from 35 to 30 hours and the daytime hours from 42 to 36 hours, all to be consumed in six days without any reduction in pay.
4. Musicians to put their own men in charge of gain controls.
5. Increase in the minimum number of musicians in all classes of stations.

For the first time the broadcasters, realizing the impossibility of the situation, banded together and at the first meeting with Mr. Petrillo and his board of directors laid down their positions on each demand. As a result Mr. Petrillo withdrew demands numbers 1 and 2, but stood pat on 3, 4 and 5.

As negotiations proceeded, the broadcasters agreed to raise the minimum number of musicians required for Class A stations from 10 to 15 men but stood pat on the minimum for the B and C stations —5 and 3 men, respectively. The Class A stations fell in line for the simple reason that each one was employing more than 15 men and had been for some time, intending to continue to do so anyway.

Negotiations finally reached a deadlock, however, and Petrillo made a flat demand that the stations choose between demands numbers 3 and 4. This the stations refused to do and the strike was set for midnight of Dec. 31.

Decide to Fight

THEN THE stations, functioning under the well-established Chicago Broadcasters' Association, went over the previous working rules and scale and decided to not only fight the thing through, but secure additional points before settling.

The stations didn't fool. They went right to work. First, they made all arrangements to carry on their broadcasts, strike or no strike. Records and transcriptions were lined up. Blanket orders went to each station covering operation under strike conditions.

Every station agreed to continue to operate its normal number of hours. Armed guards were arranged for studios and transmitters of all stations. All visitors were to be barred from both. Grounds of transmitters were wired for flood illumination at night. All members of Musicians' Unions were politely but firmly invited to stay away, whether employed as musicians or in other capacities. There were other arrangements. And a standard announcement was drawn up setting forth the entire situation for the benefit of the listeners. Not the least item of this was the mention of the money received by the musicians.

The arrangements became known and activities in the Musicians' Union were redoubled in an effort to bring about a settlement. In the meantime the stations added three demands of their own, which were:

1. A contract between the Union and the Chicago Broadcasters' Association, something the stations never had had, showing obligations on both sides and providing for contingencies resulting from laws, acts or rulings.
2. A daytime-only schedule of salaries.
3. An arbitration clause.

Hedges Represents Stations

ON DEC. 30, William S. Hedges, manager of WMAQ for NBC, and former president of the National Association of Broadcasters, went into conference with Mr. Petrillo and Joseph Weber, president of the American Federation of Musicians. Mr. Hedges had been selected as chairman of negotiations, working with an advisory committee of four men from other stations. After an all-night confab, an agreement was reached and signed. The next afternoon Mr. Hedges presented the matter to the member stations and they also acquiesced and signed the agreement.

The agreement then was signed by the following stations: KYW, WGN, WMAQ, WAAF, WJJD, WSBC, WBBM, WIBO, WWAE, WCHI, WLS and WGES. The stations obtained the following settlement:

1. They obtained the contract between the association and the Musicians' Union.
2. Accepted the six-day week *but* with the same number of hours as heretofore, with the off-day of various musicians staggered so that all wouldn't occur at once and no substitute required.
3. Obtained the "daytime-only" schedule giving a privilege of three sessions during the daytime of 1, 1 and 2 hours to be consumed in any 6 consecutive hours.
4. The union withdrew the demand for monitors.
5. Provisions were put into the contract maintaining all concessions heretofore granted to part-time and low-powered stations.

An All-American Orchestra

Guy Lombardo and Ben Bernie Tie for Captaincy Honor in Contest of Music Corporation of America

GUY LOMBARDO and Ben Bernie tied for first honor in the "All-American Radio Dance Orchestra Team" competition conducted by the Music Corporation of America, Chicago, in a poll of 260 radio editors, columnists and trade journal writers of the nation. Bernie and Lombardo tied for the captaincy of the team selected from among 200 orchestras for which votes were cast, while Paul Whiteman ran a close third. Others who received votes for the captain's honors are Wayne King, Leo Reisman, Herbie Kay, Horace Heidt, Henry Busso, Ted Friorito, Henry Thies, Coon-Sanders and Rudy Vallee.

The team follows: Coon-Sanders, left end; Vincent Lopez, left tackle; George Olson, left guard; Ted Weems, center; Gus Arnheim, right guard; Fred Waring, right tackle; Rudy Vallee, right end; Guy Lombardo, quarterback; Ben Bernie, left halfback; Wayne King, right half back, and Paul Whiteman, fullback.

The list sent the radio writers was not confined to M.C.A. orchestra leaders but included many favorites under management of other booking organizations. Those making selections were at liberty to add the names of any favorite leader in the event his name was not on the list.

KYW Drops Salesmen, Depends on Programs To Attract Advertisers

CAN YOU picture a large metropolitan station, highly commercialized and making money, without a salesman on the staff and paying no commission to anybody but agencies? That is the case of one of Chicago's oldest, most successful stations—KYW. The theory is the pet notion of Homer Hogan, general manager of the station.

"It is my idea," declared Mr. Hogan, "that if a station makes its programs attractive enough, the advertisers will come in by themselves."

And they have.

Mr. Hogan works on the basis that it is up to the program department to sell ideas to advertisers, not up to salesmen to sell the station. As a result a highly developed and hustling program department accomplishes wonders for him.

"Once," explained Mr. Hogan, "KYW had three salesmen. But things didn't seem to click so well. When I became general manager I advanced the idea of abolishing a sales department and concentrating on putting out programs that were bound to be saleable.

"As a result we don't have men out trying to sell time. Instead, we spend our time answering inquiries by mail and telephone. Then when an advertiser has definitely asked for time, we contact him with a member of the program department, who merely puts over the idea of the program to fill that time.

"Sometimes, though, we have a program of our own that proves so popular with some advertisers that they step in and buy it without any discussion with a program department representative at all. I believe our most striking example of that is the now-famous 'Musical Clock' from 7 to 9 a. m.

"That program had been popular for some time when Marshall Field & Company nibbled, sampled it, tested it more thoroughly, and now are sold on it for a long period.

"But other things have been just as striking. For instance, I believe the largest contract we ever have sold I closed without leaving my office. It is for the program of the Phillips Fliers, sponsored by the Phillips Petroleum Corporation. This is an expensive but very attractive program. It features a fast-moving 15-piece dance orchestra and a vocalist and runs six nights a week."

Shepard Hookup

AN UNUSUAL hookup featured the birthday party for John Shepard, Jr., mayor of Palm Beach, Fla., and father of John Shepard, 3rd, president of the Shepard Stores of Boston and of the Yankee network, on the occasion of the former's seventy-first birthday. Station WQAM, Miami, was linked with WNAC, Boston, key of the Yankee Network, for a program which was heard by the Shepards, father and son, their families and guests at their home in Palm Beach. The occasion also was taken to announce on the radio the elder Shepard's candidacy for a third term as mayor.

An Analysis of Broadcast Quota Units

Values Specified in General Order No. 92 Proportional To Service Areas But With Certain Allowances

By V. FORD GREAVES
Assistant Chief Engineer, Federal Radio Commission

V. Ford Greaves

THE FOLLOWING is an engineering analysis of the various factors considered in determining the quota unit values specified in General Order 92. The quota units are in general proportional to service areas, with certain allowances for class of channel, interference, population and sky wave. The following table and the attached graph are essentially self-explanatory, but are supplemented by a few notes.

In all cases a 1-kw. regional station having a good service area to its 1-millivolt range (average radius 41 miles) is used as the standard equal to one unit.

Some people are erroneously under the impression that quota unit charges are, or should be, proportional to the power of stations. The Davis Amendment to the Radio Act of 1927, requires, in addition to equality of power, that the Commission maintain equality of licenses, frequencies and time of operation. These factors were given consideration in the formulation of the quota units. Obviously, these factors are not proportional to power.

If quota units were proportional to power, a 1-kw. station would be charged one unit and a 50-kw. station would be charged 50 units as shown by Column A, Graph A-A. It should be obvious, even to the layman, that this ratio does not represent the service rendered by one 50-kw. station as compared to 50 1-kw. stations.

It is one of the laws of nature that the signal strength of a broadcast station, at any particular receiving location, is not directly proportional to the power of the station. At any particular receiving location, if it is desired to double the strength of the signal, the station power must be multiplied by four; to increase the signal strength three times, the power must be multiplied by nine, etc. On this basis, various values of quota units are shown in Column B and Graph B-B. This method, however, does not take into consideration the class of channel, interference, population, sky wave, or any of the factors mentioned in the Davis Amendment.

Column C and Graph C-C show the calculation of quota units based on and proportional to the service areas in square miles, considering classes of channels and interference, but disregarding population and sky waves.

Column D and Graph D-D show the present unit values specified in General Order 92, based on service areas as in C, but giving due consideration to class of channel, interference, population and sky waves. The value of 5 units for all clear channel assignments from 5 kw. up to 50 kw. was selected on the basis of population and the assumption that all clear channel stations would eventually be adjusted approximately to the same power, and the fact that a 5-kw. station causes interference throughout the United States.

Low Power Stations

NOW CONSIDERING the irregularities incidental to class of channel, interference, population and sky wave, it appears that the logical charge for a 100-watt station, based on the strength of received signal, would be 0.5 units as shown by Column B and Graph B-B. Based on the service area in square miles, the charge would be 0.06 units (Column C, Graph C-C). The compromise charge of 0.2 units (Column D, Graph D-D) is based largely upon the following facts:

(a) The charge should be less than 0.3 units because of excessive interference on local channels.

(b) The charge should be less than 0.3 units because local stations in the center of densely populated areas have less signal strength to overcome city noise levels.

(c) The charge should be more than 0.06 units because local stations, being located in the centers of densely populated areas, nearly always have a high percentage of potential listeners in their good service areas.

The differences between the various considerations in connection with 250-watt and 500-watt stations are so slight that they require no further discussion. The 1-kw. regional station is accepted as the standard of one unit in all cases and all graphs cross at this point.

The 5-kw. clear channel unit charge is the greatest departure from the signal strength curve, Graphic Line B-B. The unit charge of a 5-kw. clear channel station, based on this graph, would be 2.24 units (Column B, Graph B-B) whereas the actual charge specified in General Order 92 is 5.0 units (Column D, Graph D-D.) Some reasons for this are as follows:

(a) A 5-kw. clear channel station is usually located near an area of dense population. In addition to serving a densely populated area with a strong signal sufficient to overcome noise levels, it is protected during daylight to its 500 microvolt contour line, thereby giving it a large suburban and rural coverage which includes a considerable total population. At night, it is protected against heterodyne interference on the same frequency so that its intermittent sky wave propogation may give service to large rural areas.

(b) A clear channel assignment is much more valuable than a regional assignment of the same power for the reason that its good service area is protected against interference to 500 microvolts and its night service area is essentially unlimited throughout the United States on the occasions of good sky wave propagation, whereas a regional assignment is permanently limited by interference to its 1-millivolt contour line and almost never gets any long distance night sky wave coverage.

A 25-kw. or a 50-kw. clear channel assignment is only slightly more valuable than a 5-kw. clear channel assignment for the following reasons:

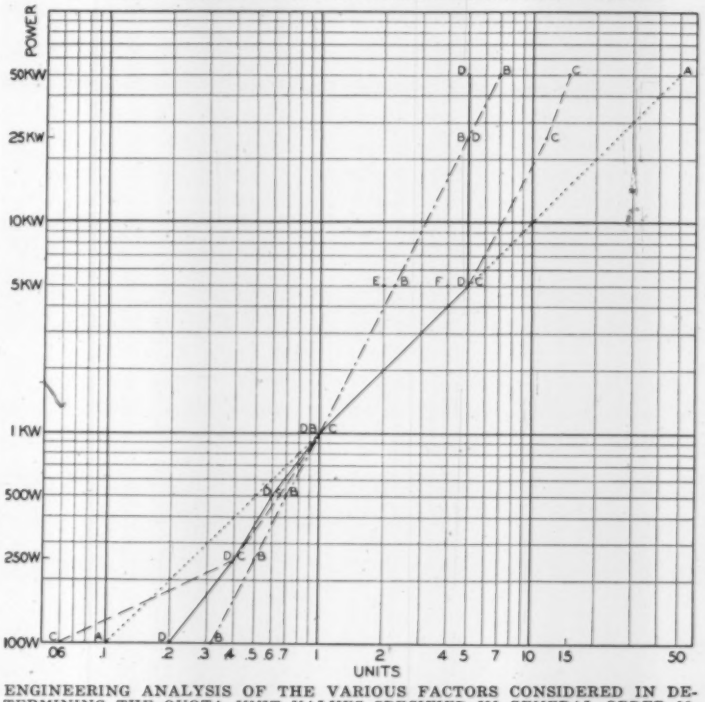
(a) The good service area of a 5-kw. clear channel station extends approximately to the area of maximum fading due to the return of the sky wave within the range of the ground wave.

(b) In the case of a 50-kw. clear channel assignment the field intensity in the good service area is increased thereby giving a stronger signal above the noise level, but its good service area is only slightly greater than that of a 5-kw. station because the sky wave interference comes down at approximately the same distance from the station.

(c) The long distance nighttime sky wave propagation of clear channel stations is intermittent and varies with seasons. Higher power does not change the fading periods or prevent a station from fading out completely at times, but the higher the power, the stronger the signal when it *can* be received. The intermittent service area is, in general, in another state, and often in another zone.

(*Continued on page 22*)

— GRAPH SHOWING METHOD OF DETERMINING QUOTA UNIT VALUES —



ENGINEERING ANALYSIS OF THE VARIOUS FACTORS CONSIDERED IN DETERMINING THE QUOTA UNIT VALUES SPECIFIED IN GENERAL ORDER 92.
Units based on 1-kw. regional = 1 Unit

Power and Class of Channel	A	B	C Service Area Sq. Miles	C Service Area Units	D Present
100-w. local	.1	.316	314	.06	.2
250-w. regional	.25	.5	2,125	.403	.4
500-w. regional	.5	.708	3,425	.648	.6
1-kw. regional	1.0	1.0	5,280	1.0	1.0
5-kw. clear	5.0	2.24	27,200	5.15	5.0
25-kw. clear	25.0	5.0	61,600	11.66	5.0
50-kw. clear	50.0	7.08	80,400	15.20	5.0

A. Directly proportional to power.
B. Proportional to strength of received signal.
C. Proportional to service area in square miles. Local service area to 2 millivolts; regional service area to 1 millivolt; clear channel service area to 500 microvolts.
D. Present values.
E. High power regional stations of 5 kw. or more, two stations operating simultaneously day and night on same frequency, separated *less* than 2000 miles, are charged 2 units each.
F. High power regional stations of 5 kw. or more, two stations operating simultaneously day and night on same frequency, separated more than 2000 miles, are charged 4 units each.

XUM

BROADCASTING

THE NEWS MAGAZINE *of* THE FIFTH ESTATE

MARTIN CODEL, Editor
SOL TAISHOFF, Managing Editor
F. GAITHER TAYLOR, Advertising Manager

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Tell the World

IF ADVERTISERS should *advertise* their radio advertising, as Howard Angus of one of the country's leading agencies so convincingly urges in his article in this issue, it is no less convincing an argument that broadcasters should *broadcast* about their broadcasting problems. This statement is made with no thought of simply slinging words. Advertising radio advertising in suitable media is good business for sponsors. And it is sound policy, in these days when broadcasting is under fire from so many quarters, that the broadcasters should occasionally go on the air to tell their audience something about *radio itself*.

The cooperative program staged jointly by two rival stations in the Twin Cities, namely, WCCO and KSTP, on New Year's Day, was an instance of what we mean by *broadcasting* about broadcasting. Henry Bellows and Stanley Hubbard, the respective station directors, in a half hour program, went on the air for a "frank discussion" of some of the problems radio faces. They took their audience into their confidence, telling their listeners about the obstacles the youthful industry faces and pledging improvements along all lines as fast as they can effect them.

Mr. Hubbard put it pointedly when he told the audience that "although radio is the greatest voice in the world, it has been backward in telling the world about itself." That is so. Journalism and show business have never been slow to promote their own wares. Radio being a sort of hybrid of those two fields, having so potent a voice of its own, need not be modest or backward about telling its own story, fully and frankly, to its audience.

It is a fascinating story, this story of radio, and it is surprising how few of the public know how they get their local and chain programs, who pays the bill, why certain interests want to deprive broadcasters of a substance derived from pioneering effort and heavy investment, what the future holds forth for the broadcasters and the listeners, etc. These stories can be told interestingly and in such a way as to hold audience. Certainly they are no less interesting than many political and club speeches that are regularly broadcast. Proper programming and production can actually make them popular regular features.

The station manager, the control room man, the artist, all have stories to tell. Why not tell them? The directors of WCCO and KSTP took a step in the right direction. Other station managers might do well to emulate their example. If they need material for their talks, that material is now being made available to them by the NAB. There is an abundance of literature about radio that is ideally adaptable to the spoken word.

Welcome Inquiry

BROADCASTERS should—as many of them do—endorse and welcome the Couzens-Dill resolution for inquiry by the Federal Radio Commission into various phases of broadcasting. They should particularly be glad of the opportunity it will afford for a complete airing of the respective merits of what has become known as Radio by the American Plan as against the European system of radio.

We are ourselves thoroughly convinced of the superiority of the American system of free, competitive enterprise and commercial support for radio. We believe, along with Senator Dill, who made the statement during a radio address last spring, that "radio must be kept as free as the press." We do not believe that the government should control any medium of intelligence and entertainment any further than it controls the press, for radio is simply another phase of journalism. It is the audible counterpart of journalism; radio and the press naturally complement one another. Radio *is* "audible journalism."

But there are others who cannot be so persuaded. Even Senator Couzens, author of the resolution, to which Senator Dill added sections, apparently is not persuaded that government ownership and operation is preferable. Informally, he says he simply wants advertising — over-advertising — limited to the bounds of good taste and due brevity. His resolution is prompted, as it says, by "growing dissatisfaction with the present use of radio facilities for purposes of commercial advertising."

To us there seems to be no middle ground between radio supported by commercial sponsors and radio owned and operated by the government. Those who object to the present system are not simply fighting the battle of "the public." Either they want the radio channels to themselves, or they favor government ownership and operation.

The Commission inquiry will do much to clear the atmosphere by dispelling many of the unfounded claims made against Broadcasting by the American Plan. The simple facts should appeal to the public, to whom the broadcasters owe their first allegiance. *Someone* has to foot the bill for broadcasting; if the advertisers cannot, then the only alternative is a governmental system supported by set taxes or other forms of taxation. The public then would have to pay the bill directly.

Of course, the Couzens-Dill resolution has more in it than an inquiry into the feasibility of government operation. It asks for certain pertinent facts about commercial practices and the financial aspects of operating stations that will readily be forthcoming. Senator Dill especially wants to know about educational radio stations, and the inquiry will develop some interesting facts about them. Most interesting, perhaps, will be the disclosure that many of them have voluntarily sold out or gone off the air because of lack of financial backing or inability of the professorial talent to conduct their stations so as to hold audience.

Much of the data sought by the Senate is already available from the files of the Radio Commission and elsewhere. The NAB has rightly expressed itself as "ready and willing" to cooperate. We believe that all broadcasters should lay their cards on the table, face up. They have nothing to hide. If some of them are guilty of offensive practices, all of them need not be blamed for those practices. Even though the facts adduced in the Commission's inquiry will be interpreted and distorted by the enemies of Radio by the American Plan to their own convenience, they will still be facts. The enemies of radio will blow off their steam, but Congress and the public will not be fooled.

The RADIO BOOK SHELF

THE COMPLETED report on "Retail Distribution in the United States," compiled as the result of the census of distribution survey of 1930 by the U. S. Census Bureau, has just come off the press. It is a valuable document for the commercial and research departments of broadcasting stations, especially those in the regional and local categories which derive their main revenues from community merchants. It gives the number of retail stores and retail sales for each county and for each city of 10,000 population and over. It shows these figures for the principal business groups and selected kinds of stores, presenting figures derived from the first census distribution. An excellent basis of estimating the amount of business done in a particular community is thus available, and from the figures for a community as a whole or for each class of business the broadcaster can make an estimate of his potential business. The only deficiency in the report is that it covers a year that may not, in the light of the later depression, furnish a true average for typical years. The document, 130 pages, known as Distribution No. R-62, may be obtained free of charge from the Government Printing Office as long as the supply lasts.

SUPPLEMENTARY promotional activities to aid broadcast advertising are outlined in NBC's second volume of "Broadcast Advertising" just issued. Practical suggestions are offered as to how to increase the appeal of radio programs by newspaper and magazine advertisements, sales meetings, trade papers, dealer announcements, window and counter displays and other means. The study is based on experience of NBC clients and is encased in a loose leaf format so that new sections may be added from time to time.

OHIO STATE University on Nov. 1 issued its second yearbook of the Institute of Education by Radio ($3). Proceedings of the meeting of educators at Columbia last year and the developments of the year in radio education will comprise the volume. This is a book that should help many stations solve their problems of liaison with educational institutions, state and local, for the Ohio School of the Air is one of the most successful examples of cooperative effort on the parts of state educational officials and commercial broadcasters, aside from the aspect it also has of operation of a broadcasting station for educational purposes by the state university.

We Pay Our Respects to—

IRA E. ROBINSON

FOUR YEARS of work well done have been completed by Ira Ellsworth Robinson, who on Jan. 15 retires as Federal Radio Commissioner representing the Second Zone. Much of the fundamental radio law written on the statute books may be attributed to the skill and the juridicial acumen of the Commissioner who, of his own volition, returns to private life to resume law practice.

Blunt and outspoken in his criticisms, but always showing a sparkling sense of humor, Judge Robinson has been in the thick of every radio affray during his tenure on the Commission. It was only in recent months that he found himself in the majority on important matters of policy. His stinging rebukes of individuals and organizations have made enemies of many men identified with radio. But he has a host of friends who view him as a steadying force in radio regulation.

Even Judge Robinson's opponents admitted that he always had the courage of his convictions. As chairman of the Commission during the stormy period two years ago, he usually was in the one-man minority, with his anti-high power, clear channel views, and his public utility concept of broadcasting. His prediction then that a "revolt of the public" impended against what he termed the "overdose of advertising on the air" was scoffed at.

Tall, slender and youthful appearing for all his 62 years, Judge Robinson hails from the hills of West Virginia, and still maintains his residence at Adaland, near Grafton. Always a keen student, Judge Robinson's hobby is his West Virginia farm and—poetry. His favorite poet is James Whitcomb Riley, and one of his delights is to recite the many Riley poems and others from the liberal store in his well cultivated memory.

But Judge Robinson was in his best element in legal discussions, and at hearings he matched wits with the best of them. It is a familiar sight for him to bite off an inch of a cigar, chew for a moment, and then launch into a pointed discussion of "the authorities" on this legal point or that.

Judge Robinson was appointed to the Commission by President Coolidge on March 29, 1928. He was elected chairman April 5 of that year, and served in that capacity until Feb. 28, 1930, when he was succeeded by Maj. Gen. C. McK. Saltzman, as chairman.

Born near Grafton, on Sept. 16, 1869, Robinson was graduated from Fairmont State Normal School in 1889, and studied law at the University of Virginia in 1890. He was admitted to the bar in 1891 and began practicing at Grafton the same year.

Serving as prosecuting attorney for Taylor County, W. Va., from 1896 to 1900, he was elected a member of the West Virginia Senate in 1902 and served two years. He was regent for the West Virginia normal schools from 1901 to 1907, and was elected a justice of the Supreme Court of Appeals of that state on Nov. 8, 1906. From 1910 until his resignation in 1915, he was chief justice of that court. He resigned to become Republican nominee for governor of West Virginia in 1916, but lost in the Wilsonian Democratic landslide. He was chairman of the Draft Appeals Board from 1917 to 1918.

PERSONAL NOTES

MAJ. GEN. CHARLES McK. SALTZMAN, chairman of the Federal Radio Commission, and Mrs. Saltzman, motored to Jupiter Inlet, near Palm Beach, Fla., during the Christmas holidays on a fishing trip. Leaving Washington Dec. 24, they returned on Jan. 2.

COMMISSIONER AND MRS. HAROLD A. LAFOUNT enjoyed a deep-sea fishing trip during the Christmas holidays off the Florida keys and in the Gulf stream. They left Washington on Dec. 26 for Miami, where they boarded a private yacht. Landing Jan. 2, the party returned to Washington when the Commission reconvened on Jan. 4. Mr. Lafount caught 10 barracudas, one of which weighed 38 pounds.

L. S. BAKER, formerly managing director of the National Association of Broadcasters, is now manager of the Cleveland office of the Servel Co., refrigerator manufacturers.

MARK N. SMITH, formerly chief supply officer of the U. S. Shipping Board at Washington, has joined KMBC, Kansas City, as commercial manager, succeeding Tom Burkett, who is now advertising manager with a local insurance company.

SAM PICKFORD, CBS vice-president, left Miami, Fla., where he has been vacationing the last several months, by motor for New York. Starting Jan. 11, he expects to reach New York in two weeks. He is visiting stations en route.

DR. WILLIAM D. REYNOLDS, who established KLZ in Colorado Springs, later moving it to Denver, died recently at Denver.

ARTHUR CROGHAN, formerly manager of WDGY, Minneapolis, and prior to that sales manager of KWK, St. Louis, has joined WNBF, Binghamton, N. Y., as sales manager.

WALTER J. NEFF, promotion manager of WOR, Newark, was married Dec. 31 to Claire R. Pohly, formerly his secretary. They are residing at Great Neck, L. I.

STEWART DAWSON, formerly with WIBO, Chicago, has joined KYW, Chicago, as night studio manager.

EVANS PLUMMER, for the last five years radio editor of the Chicago Herald & Examiner, has resigned. He has been succeeded by his former assistant, U. C. Turner.

NEAL TOMY, veteran radio announcer and one of the founders of the old "Red Apple Club," has resigned as radio editor of the Detroit Free Press. He continues, however, on the staff of WJR, formerly owned by that newspaper, staging "Uncle Neal," "Steamboat Bill," "Peter Pan" and other sponsored features.

EDWIN L. CHILLBERG, formerly on the sales staffs of Omaha stations, has joined the commercial force of KTM, Los Angeles.

H. BART McHUGH, JR., has been appointed vice president of the WIP-WFAN Broadcasting Company, Philadelphia, according to announcement by Benedict Gimbel, Jr., president. Mr. McHugh has been general manager of the station since its organization last February. He will continue to have general charge of its operation.

HARRY HOWLETT, commercial manager of WHK, Cleveland, will speak to the Cleveland Advertising Club Feb. 10. on "Behind the Scenes in Radio."

ALFRED J McCOSKER, managing director of WOR, Newark, and Donald Flamm, manager of WMCA, New York, were guests of honor along with Mayor Walker, Harry Hershfield, Dudley Field Malone and other notables at a luncheon at the Hotel Astor, New York, given by the Ladies' Auxiliary of Brooklyn, governing body of the Infants' Home there, Jan. 6.

LLOYD JACQUET has resigned as radio and science editor of the New York Herald-Tribune, which recently adopted a policy of limiting radio news to program listings with only a few columns devoted to news. Formerly it had one of the leading radio sections in the country .

JULIUS F. SEEBACH, the CBS director of program operations, has returned from a tour of the South. He combined business and pleasure by spending a week's vacation at Louisville, Ga. During the second week he visited WBRC, Birmingham; WGST, Atlanta; WLAC, Nashville; WREC, Memphis; WDOD, Chattanooga, and WBT, Charlotte.

BEHIND THE MICROPHONE

RICHARD C. (DICK) WELLS, formerly announcer at WOC, Davenport, Ia., and later with the Iowa Broadcasting Company, is now with WBBM, Chicago, as announcer. He is called "Ace" and "The Flying Announcer" as he holds a limited commercial pilot's license, but he is a grounded flyer just now as he cracked up his ship last summer.

AURLAND HAGE, formerly with WISN, Milwaukee, has joined the announcing staff of WRHM, Minneapolis.

ELMO RUSS, radio organist has been added to the staff of WMCA, New York, as program supervisor.

BOB TAPLINGER, who is busy conducting ethereal interviews over WABC, New York, has returned from a vacation to Bermuda. He has been a member of the CBS public relations division for four years.

BETTY JANE and Virginia Holman have returned to the microphone of KMOX, St. Louis. In earlier days they had been featured on vaudeville as the youngest piano duo in America. Then they went with KMOX, but school beckoned and they entered the classroom. Now at the age of 16 and 19, the youthful pianists are once more in radio.

JOHNNY MURRAY, staff tenor for KFWB, Hollywood, and master of ceremony for its weekly Franco hi-jinks, was married to Dorothy Chambers late in December.

ARTHUR TRACY, the "Street Singer" on CBS, is making a short subject for Paramount entitled "The Russian Lullaby."

EVELYN PROCHASKA, song writer and radio star, has joined the Harriett Steel Pickernell Concert Management to handle radio.

MAX WAIZMAN has joined NBC in San Francisco as a producer and will be assigned to drama programs. He started on the stage in San Francisco 22 years ago but has been in New York productions for the last 14 years.

CHRISTINE STAFFORD, blues singer, after a year's absence has returned to KFOX, Long Beach, Cal. She formerly sang with the "Campus Sweeties," girls' vocal trio. This has been changed to the "Three Girls" and includes her sister, Pauline Stafford and Rolly Wray, staff pianist, who is likewise a vocalist.

ANDREW C. LOVE, formerly with radio stations in Texas and Arizona, and more recently in sales and promotion for Victor Talking Machine Co. on the coast, has signed up with the San Francisco studios of NBC in a production capacity.

HENRIETTA K. HARRISON, assistant program director of WIP-WFAN, Philadelphia, will do her 75th interview with a star of the stage or screen on January 29, when she interviews Olive Borden.

PETER DIXON, author of the scripts of the "Raising Junior" broadcasts over NBC, has written a song called "Washing Dishes With My Sweetie."

MAURICE WETZEL, formerly Chicago office manager for the Transcription Company of America, Ltd., has accepted a position in the production department of the NBC in Chicago.

A RECENT addition to the NBC staff at San Francisco is Rex Dunn, conductor and composer, who formerly conducted the Coliseum Theater orchestra in Seattle and was conductor of the Honolulu Symphony orchestra.

MARION FONVILLE, formerly with KFRC, San Francisco, has joined KMBC, Kansas City, as an announcer.

XUM

NIEL SEARIES, formerly with WISN, Milwaukee, and WDGY, Minneapolis, is now with KFJB, Marshalltown, Ia., as production manager.

GENE QUAW, who used to direct the Hotel Maryland orchestra over KPSN (not deleted) has been heard lately via KGB, San Diego, with dinner hour music and later with dance tunes from El Cortez hotel. The program late at night also goes over the coast chain for Columbia.

EVERETT GLASS will direct the Eight O'Clock Players over KLX, Oakland, in Sunday night drama productions.

ROBERT NOBLE, known in the west as the "ambassador of the air," and heard from KELW, Burbank, Cal., for many months, has made a schedule with KMTR, Hollywood, calling for a Sunday noonday 15-minute program of poems.

FINIS FARR, now a staff member at WLW, Cincinnati, but known for his many crime serials over NBC transcontinentals, has created another thriller in the form of "Without Warning," heard over WLW at 9:30 p.m. each Monday for 13 weeks, starting. Jan. 4.

TOM MITCHELL, baritone, will be heard over KEX, Portland, Ore., on its 9 o'clock evening program this month. He had previously been with NBC in San Francisco and at one time was program manager of KTM, Los Angeles.

DR. LAURANCE L. CROSS, who directs the NBC-Pacific Coast network's morning program, called "Cross Cuts from the Log o' the Day," was away from the microphone early this month when he and Mrs. Cross celebrated their eleventh wedding anniversary in Yosemite.

JOHN D. BARRY, lecturer, started a series of thrice weekly lectures via KFWI, San Francisco, early this month on current world wide topics. He had been a feature of KGO for many years, though more recently at KYA, San Francisco.

JOHN P. MEDBURY, known nationally as a professional humorist, has become master of ceremonies for the M-J-G demi-tasse revue over an NBC-Pacific Coast network on Monday and Friday nights, with Jimmy Grier's orchestra and soloists from the Cocoanut Grove, Los Angeles.

HARRY HOLCOMB, assistant production manager for WLW, Cincinnati, and a member of the Crosley Theater Players over the same station, was guest director for the Maysville, Ky., Little Theater recently.

BUD ERNEST, former commercial manager of KMPC, Beverly Hills, has been acting as master of ceremonies for the station's daily afternoon frolic program for two-hour periods this month.

C. EDWARD GUNDAKER, chief announcer of WGAL, Lancaster, Pa., is the father of a seven-pound son, Edward Deen.

"HARMONICA BILL" RUSSELL, who four years ago made his debut over WEBR, Buffalo, and who later appeared over WGR, Buffalo; WTAM, Cleveland; WENR, Chicago, and KMBC, Kansas City, has joined the staff of WLW, Cincinnati.

ARTHUR THOMPSON and Ernest Capobianco, artists, have been added to the staff of Harry F. O'Brien, art director of the CBS sales promotion department.

WILLIAM H. FINESCHRIBER, JR., who recently joined the public relations unit of the CBS is the author of "Stendahl, the Romantic Rationalist," which the Princeton University Press is bringing out this month. Fineschriber won a $250 gold prize and publication in book form with the manuscript when he was a senior at Princeton last year.

BARON KEYES, known to child audiences in the West as "the storyman," has gone to KFWB, Hollywood, for a thrice-weekly program. Creator of "Pip," "Clickity Clack" and other radio characters for the kids, he had previously done similar programs from KHJ, Los Angeles, to the Don Lee coast chain, from KPO over the Pacific coast NBC stations, and on transcrpitions for Union Oil Co.

FRANK SCHIVO and Earnest Hesketh comprise the new piano team of Frank and Earnest at KFRC, San Francisco. Aged 18 and former students of Mission High School in the same city, they were "discovered" by the audition staff a few weeks ago.

EDWARD LYTTON, music director of KTM, Los Angeles, who has a poetry period over the air several times each week, has compiled the best poems of the past year or so into a 40-page mimeographed leaflet. The collection includes standard verses, bits of verse sent in by fans and a few of Lytton's.

CHARLES BULLOTI, JR., son of a staff singer at KFRC, San Francisco, has gone to Los Angeles to conduct the "Sunnyside Up" program at KFAC each week-day afternoon in the form of a hodge-podge of melody and mirth with staff artists assisting .

ARTHUR GODFREY, announcer at WRC, Washington, is back on the job after a serious automobile accident several months ago, but he will have an afternoon schedule until he feels better.

WILLIAM ROSS, announcer and vocalist, has joined the announcing staff of WJSV, Alexandria, Va. He was formerly at the Hotel New Yorker and the Hotel Roosevelt in New York and with Herb Gordon at Wardman Park, Washington.

PHIL COOK, will head a group of "Radio Personalities," which will open an indefinite engagement at Broadway's Hollywood Theater, New York, on Jan. 18. The sketch was written by Cook and Tom Johnstone. Personalities include: H. Warden (Hack) Wilson, NBC impersonator; Lowell Thomas; Landt Trio and White; Bonnie Laddies; Col. Stoopnagle and Bud; Funnyboners; Singin' Sam; Teddy Black's Orchestra, and Eddie Dowling.

CHARLES TAZEWELL, member of the CBS continuity staff, wrote the book for "Sugar Hill," the new musical comedy starring the negro comedians, Miller and Lyles. Tazewell began his radio career as continuity writer at WQAM, Miami, two years ago. He was later at WHO, Des Moines, before going to New York.

NANCY TURNER, who left the advertising and fashion fields for radio, is now broadcasting style talks in the "Shopping Service" of WBAL, Baltimore, thrice weekly. She recently returned from abroad after visiting various style salons to gather material for her broadcasts.

CLARENCE MUSE, colored radio and talkie actor, composer of "When It's Sleepytime Down South," has just written "Alleyway of My Dreams" which was recently given its premiere over KNX, Hollywood. He appears nearly every week-day morning on the breakfast program of KNX.

MONROE UPTON, versatile member of the staff of KFRC, San Francisco, will give a series of current book reviews Thursday afternoons this year. He also appears at "Lord Bilgewater," on jamboree programs, as station publicity scribe and in various other capacities.

JOHN M. WOODBURN, who wrote continuity for the Eveready NBC program several years ago, has joined the NBC San Francisco staff in a continuity capacity. The last two years he had been free lancing for magazines and publishing houses in New York.

ANNOUNCEMENT has been made of the engagement of Miss Kathleen Stewart, concert pianist of NBC, to Everett Martine, of Nyack, N. Y. The wedding will take place in May. Mr. Martine is an executive of the Chase National Bank.

TOM RICHLEY, of the staff of WLW, Cincinnati, has composed "Dancing to the Music in Our Hearts." He has been heard lately in xylophone solo work, in addition to his duties with the percussion instruments.

GEORGE JESSEL will be starred on three Sunday night Chase and Sanborn programs over NBC following an appearance with Eddie Cantor from Chicago on Jan. 17. Cantor, who is leaving the hour temporarily to do some motion picture work, will be on the program from New York Jan. 24 and 31. Jessel will be starred for three broadcasts thereafter, through Feb. 21 .

H. V. KALTENBORN was scheduled to return to the "Newspaper of the Air" program on Jan. 12 following his recovery from an operation. The program, which is sponsored by S. W. Straus & Co., is heard over WABC, New York, and the CBS network at 7:45 p.m. Tuesdays and Thursdays. Robert E. MacAlarney has been taking Kaltenborn's place during his illness.

EDWARD LYNN, who went from KHJ to KTM, Los Angeles, in continuity capacity several weeks ago, this month began production of a thrice-weekly mystery serial called "At the Stroke of Twelve." Though he has written lyrics for Charles Wakefield Cadman songs and produced radio playlets, this was his first attempt at the serial type of presentation.

B. A. ROLFE, NBC orchestra leader, returned to New York on Dec. 30 after a tour with Mrs. Rolfe to Honolulu. He said he had no definite plans for the future until he had conferred with NBC executives.

CAPT. JOHN CARNAHAN, globe-trotter and British radio personality, has joined the staff of WCAO, Baltimore. In addition to announcing, he is handling public relations for the station.

FREDERICK LANDIS, former Congressman and a brother of Judge Kenesaw Mountain Landis, has opened a twice-a-week feature on WBBM, Chicago. In his role as "The Hoosier Editor," Mr. Landis on Mondays and Saturdays at 8:15 p.m. gives a humorous series of homely comments on the affairs and events of the day.

FREDERICK START, assistant conductor at KHJ, Los Angeles, and an ardent golf addict, became a member of the Hole-in-One Club late in December at Santa Monica links.

IN THE CONTROL ROOM

QUINTON ADAMS, formerly with the RCA Victor Co., Camden, N. J., has joined the New York staff of NBC.

H. M. SMITH, formerly with the Westinghouse Company at East Pittsburgh, has joined Doolittle and Falknor, Inc., Chicago consulting engineers, as a staff engineer.

C. F. HARRINGTON, formerly with KFUL, Galveston, Tex., has resigned to enter consulting work at Little Rock, Ark.

JIMMY SHUMM has joined the technical staff of KTM, Los Angeles, and will be stationed at the main studio.

ERNEST UNDERWOOD, chief engineer of KHJ, Los Angeles, recently addressed several local organizations on technical radio developments.

MEL LEMON, technician-announcer at KMTR, Hollywoood, has returned to the air on some of the frolic programs this month but will continue to operate many of the remote control locations.

EDWARD GOVE, chief engineer of WHK, Cleveland, and members of his staff have put in their spare time lately fabricating all gain control knobs from wood in such a way as to display the WHK monogram. This is done by glueing together pieces of black walnut and white maple and then turning them into knob form on a lathe.

C. E. McNESS, inspector of the radio division of the Honolulu public utilities commission, recently completed a survey of radio interference sources on the island of Oahu. The survey was financed by the Honolulu Radio Association, membership in which costs listeners $5. All funds are applied to eliminating the interference.

BILL MILLER, technician at KELW, Burbank, Cal., commencing this month, will also announce the DX program from 1 to 6 a.m., PST.

CBS ANNOUNCES that Dunham Gilbert, field engineer, has been transferred to its construction department; Roy Briean, television engineer of W2XAB, has been transferred to the studio engineering division; Perry W. Esten, engineer, has been transferred from the WABC transmitter at Wayne Township to the television department; E. Eichwald has been added to the transmitting staff at Wayne Township.

LAWRENCE E. McDONOUGH, formerly with WHP, Harrisburg, Pa., and with the NBC in New York, has joined the field engineering staff of CBS.

HAROLD A. FORRY, formerly with WBBM, Chicago, is now a studio engineer with CBS in New York.

Engineer-Artist

H. W. Wilson

THIS IS Coolidge McNamee Chevalier Parker Vallee Wilson, better known as H. Warden (Hack) Wilson, radio's man of a thousand voices. An engineer with NBC, Hack has become radio's first "ghost announcer," and is able to imitate virtually any voice of the air after hearing it only once. Wilson recently jumped from engineer's control panel to prominence as an entertainer unique in radio. On Christmas he became master of ceremonies for the Royal Vagabonds, sponsored by Standard Brands, Inc., heard thrice weekly over the Blue network.

Public Affairs Institute

UNDER the title of "Columbia Public Affairs Institute," CBS on Jan. 15 inaugurated a regular, nation-wide series of half-hour addresses and discussions by outstanding men and women of national and international problems of the government. Once a week during 1932, except during the summer, and over a network of 61 stations, the Public Affairs Institute will bring to listeners prompt and authoritative analysis and argument in every field of politics, domestic and foreign. The series was opened with an address by Arthur M. Hyde, Secretary of Agriculture, on "The Two Billion Dollar Reconstruction Finance Corporation." The series succeeds the National Radio Forum formerly conducted on CBS by the Washington Evening Star.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

ABBOTT'S DAIRIES, INC., has renewed its contract with WIP-WFAN, Philadelphia, and is now on the air at 7:30 p.m. every Tuesday and Thursday instead of once a week. Popular and semi-classical music is offered by an orchestra under the direction of Anthony Candelori. The Singing Milkmen, a male quartet, and Jane Bogan, soprano, supplement the program.

GEORGE E. WARREN CORP., Boston, (Cleercoal), has signed a new contract for 13 weeks over WORC, Worcester, and WEAN, Providence, using electrical transcriptions Sundays at 9 p.m. This is in addition to its weekly programs on WEEI, Boston, at 7:30 p.m. Thursdays. The account is handled by Harry M. Frost Co., Inc., Boston.

KOIN, Portland, Ore., announces an early morning half-hour novelty program for the Portland Cleaning Works; a morning 45-minute orchestra broadcast for the Jennings Furniture Co.; a noon half-hour of orchestra for the Star Furniture Co. daily; an evening half-hour of "musical narratives" for the Leven Furnace Co., twice a week; Hawaiian music, three mornings in the week, on the Oregon Woolen store program, and "bells of harmony" broadcast for the Beneficial Loan Society, three nights weekly for 15 minutes.

WOW, Omaha, carries a weekly Chamber of Commerce review Saturdays at 5:45 p.m. and another one at 10 p.m., both of 15-minute duration. Bucks Booterie Shop has also taken a 15-minute commerical period on the station weekly.

KSOO, Sioux Falls, S. D., reports receiving 400 letters and cards for a single broadcast of the Edna Wallace Hopper transcription with its offer for a free sample. A similar number of letters had previously come in from a sustaining program, featuring a family of musically inclined youngsters, when announcement was made that an envelope and two-cent stamp would bring a photo of the group.

EDITH REED'S Kiddie Program, after four years as a station feature on WOL, Washington, has gone commercial. S. Kann's & Son (department store) will sponsor the program every Saturday morning from 10 to 11 o'clock directly from the store's children's department, where a special stage is being constructed so that the entertainment may be visible to patrons.

TWO OF Cincinnati's leading department stores assumed commercial background of radio stations Jan. 1. WKRC, located in the Hotel Alms, is now announced as the H. & S. Pogue Company's station and WCKY, in Covington, Ky., opposite Cincinnati, is identified as the Mabley and Carew mouthpiece.

WBBM, Chicago, didn't lose any time signing for its football broadcasts next fall. Hardly had the last gun sounded—in fact, the New Year's games were still on the cards—when Standard Oil of Indiana had contracted for the WBBM 1932 football broadcasts. For the last two years this client has sponsored the games on WGN of Chicago.

HORLICK'S MALTED MILK, Racine, Wis., has renewed with WMAQ, Chicago, for its twice-weekly broadcast. The program comes on at 7:30 p.m. Tuesdays and Fridays and features Dr. Herman N. Bundesen, health commissioner of Chicago and widely known public health figure.

THE DAVIS COMPANY, large Chicago department store, after spending three years on WMAQ, Chicago, with a twice-daily 15-minute shopping program, has left that station in favor of WBBM because of WMAQ's new policy forbidding the mention of prices even on daytime programs.

FOOD TOWN KITCHENS, Chicago, makers of "Pops," has renewed with KYW, Chicago, for one year. The daily feature is "Uncle Bob," one of radio's original children's story men. "Uncle Bob" also reads the comic section every Sunday under sponsorship of Henry Glass and Co., New York, fabrics and children's clothing manufacturers.

BULOVA has added KYW, Chicago, to its list of stations giving time signals. The time will be broadcast on behalf of this advertiser three times nightly. Two other transcription broadcasts on KYW are announced: Unguentine has signed for a year and the Florists Association will be on with transcriptions of Rudolph Friml until the latter part of March.

THE ELGIN National Watch Company has renewed its contract for time signals on WMAQ, Chicago, for the next year. The signals are one of the oldest features of radio with the old familiar second-tones, the five second pause, and the long note, from the Elgin observatory, followed by a brief announcement. The feature shows three times daily.

THE HOLLYWOOD Shopping News will hereafter use KMTR, Hollywood, for spot announcements daily. Since the two Hollywood dailies, Citizen and News, were combined several weeks ago, increased activity has been evident on the part of the shopping sheet.

HARRISON FINANCE CO., Los Angeles automobile finance concern, has assumed sponsorship for the Hill Billies nightly at KMPC, Beverly Hills. The group was recruited from the original Beverly Hill Billies several weeks ago.

SILVERWOODS, Los Angeles clothier, has begun to use KELW, Burbank, for a daily 15-minute program of Bing Crosby records. Leonard Helft advertising agency has also signed with the station for half-hour morning frolic program.

PIERCE BROTHERS, Los Angeles funeral directors, have begun to use KHJ for a series of Sunday night 15-minute programs called "musical cameos," with orchestra and soloists.

KFJF, Oklahoma City, has reserved a weekly noonday 15-minute studio period for the HARDWARE TRADE JOURNAL and for the IMPLEMENT JOURNAL.

PLATT MUSIC CO., Los Angeles, will use some of its 15-minute morning programs over KHJ to advertise the Platt School of Popular Music with piano lessons as the chief attraction.

KSOO, Sioux Falls, S. D., during the week of Jan. 15 will celebrate the 200th broadcast for the Manchester Biscuit Co., a local firm. The program goes on thrice weekly with organ music and a series of household hints and recipes. The series has also been rebroadcast at times over KFAB, Lincoln, Neb.

RENTON CHEMICAL CO., makers of hydrocine tablets, has taken a twice weekly period over KTM, Los Angeles, using Bob and Jimmy Palmer, the Utah Trail Boys, in their song programs.

NEW SPOT announcements over KHJ, Los Angeles: Amity Leather Co.; Bissel Carpet Sweeper Co.; Western Dairy Products Co., and Willard's (Los Angeles) cafe.

AUTOBANK, Los Angeles auto finance concern, has taken a series of spot announcements over KECA.

RAY HEWITT, agency, Los Angeles, has placed an account for the West Pico Furniture Co. with KTM, KFWB, KFAC and KFVD, all for one-half hour daily.

WCAO, Baltimore, started the new year with 70 per cent of its time sold. Of the previous year's business, renewal contracts averaged 75 per cent.

THE BIBLE INSTITUTE, Los Angeles, former owner of KTBI (now owned by Los Angeles Broadcasting Co., and known as KFAC) have contracted to use KFAC four times a week for a morning hour Bible talk.

NEW TRANSCRIPTIONS for KFVD, Culver City, Cal.: Crazy Water Distributing Co., Union Mutual Insurance Co., and Acme White Lead and Color Works.

MORE SPOT announcements for KFWB, Hollywood: Rose Isle Steamer Co., California Auto Exchange, Shasta Bottling Co., Slavick Jewelry Co., J. J. Sugarman, auctioneer, and the Frazier Blouse Shop.

THE NORTH COAST Fuel Co., Seattle, Wash., has started its Dawson coal campaign over KJR, KOL, KXA, KPCB and KVL, with daily announcements.

TIME SIGNALS at KTM, Los Angeles, will hereafter be sponsored on the half-hour by the Mountain Spring Water Co., Los Angeles, and on the hour by S. A. Sherer (automobiles),

KNX, Hollywood, has taken on accounts for the Radio and Television Institute, Crazy Water Distributing Co., Cubison Cracker Co., Mantel Lamp Company of America, and Vicks Chemical Co., all of which are transcriptions.

KFAC, Los Angeles, has run a remote control to Pasadena for an hour's program daily by Roy Leffingwell, who appears as sponsor, announcer and pianist-composer.

GEORGE H. PRICE and Co., Los Angeles tailoring store, has signed up with KTM, Los Angeles, for four quarter-hour evening periods featuring transcriptions from Los Angeles and Hollywood sound studio productions.

BEN HUR COFFEE CO., Los Angeles, is sponsor of an early morning broadcast from KFI, Los Angeles, with the Dr. Seias setting-up exercises which, though comparatively new to KFI, has been for years a daily attraction at KNX, Hollywood.

FILMART THEATER, Hollywood, has signed up for spot announcements with KFVD, Culver City; KTM, Los Angeles and KFWB, Hollywood.

TIME SIGNALS at KGFJ, Los Angeles' 24-hour station, have been taken by the Hamilton Diamond Co. for the half-hour signals and by S. A. Sherer (automobiles) for the even hour.

BERRY SEED CO., Clarinda, Ia., world's largest mail order farm seed house is using 30 stations throughout the farm belt to advertise its farm seed catalogue, according to Morton R. Duff, manager of KSO, Clarinda, Ia. The program is 30 minutes of old-time music. The agency is Du-Bay Radio Sales Company, 1032 Redick Tower, Omaha, Nebraska.

NETWORK ACCOUNTS

LUDEN'S, INC., Reading, Pa., (cough drops) will go on the air Jan. 17 over 26 CBS stations for 13 weeks with Luden's Novelty Orchestra; Sundays 7:30 to 7:45 p. m. (revised contract). Richard A. Foley Advertising Agency, Philadelphia, handles the account.

GENERAL BAKING CO., New York, (Bond Bread) has renewed its contract for 27 CBS stations for 52 weeks, starting Jan. 15, Fridays at 10:15 to 10:45 a. m., Julia Sanderson and Frank Crumit. Batten, Barton, Durstine & Osborn, Inc., New York, handles the account.

THE MENNEN CO., New York (Mennen's powders) starts a 13-week contract with 21 CBS stations Jan. 28. The program will be musical on Thursdays from 9:15 to 9:30 p.m.. EST. Hommann, Tarcher & Sheldon, Inc., New York, handles the account.

COCO COD CORP., Chicago (cod liver oil), began a four-week account on Jan. 12 over eight CBS stations. The program was scheduled for Tuesdays, Thursdays and Saturdays from 5:45 to 6 p.m., EST. Critchfield & Co., Chicago, handles the account.

THE KELLOGG CO., Battle Creek, Mich., (foods and cereals), on Jan. 11 renewed its contract for 9 NBC-WJZ stations from 5:30 to 5:45 p.m., EST., and for 4 NBC-WJZ stations from 6:15 to 6:30 p.m., EST., daily except Saturday and Sunday. The program is "The Singing Lady," designed to appeal to mothers and children. N. W. Ayer & Son, New York, handles the account.

QUAKER OATS CO., Chicago, on Dec. 28 renewed its account for Phil Cook and the Quaker Early Birds over 16 NBC-WJZ stations at 8:15 to 8:30 a.m., on 17 NBC-WJZ stations at 9:15 to 9:30 a.m., 7 NBC-WEAF stations at 8 to 8:15 a.m., and 19 NBC-WEAF stations at 9 to 9:15 a.m., all EST., daily except Sunday. Lord & Thomas and Logan, Chicago, handles the account.

THE BORDEN CO., New York, (evaporated milk), on Jan. 6 renewed its account for 16 NBC-WEAF stations carrying the Radio Household Institute Wednesdays from 11:15 to 11:30 a.m., EST. Young & Rubicam, Inc., New York, handles the account.

WYETH CHEMICAL CO., New York, (reducing salts), renews Feb. 23 for 13 weeks over 17 CBS stations carrying "Aunt Jemima" songs Wednesdays and Thursdays from 2 to 2:15 p.m., EST. Blackett, Sample, Hummert, Inc., Chicago, handles the account.

GENERAL MILLS INC., Minneapolis, on Jan. 20 renews with 38 CBS stations carrying the "Gold Medal Fast Freight" Wednesdays from 9 to 9:30 p.m., EST. Addison Lewis & Associates, Minneapolis, handles the account.

CREAM OF WHEAT CORP., Minneapolis, on Jan. 3 renewed its account with 30 CBS stations carrying Angelo Patri on "Your Child" Sundays and Thursdays from 8:45 to 9 p.m., EST. J. Walter Thompson Co., Chicago, handles the account.

GENERAL CIGAR CO., New York, (Robert Burns cigars), on Feb. 1 renewed its account with 34 CBS stations carrying its orchestra Mondays from 10 to 10:30 p.m., EST. William H. Rankin Co., New York, handles the account.

XUM

RIVERSIDE BOILER WORKS, Cambridge, Mass., started a new series Jan. 12 on the Yankee Network, featuring Joe Solomon's Cocoanut Grove orchestra, Tuesdays at 5:45 p.m. The account is handled by Harry M. Frost Co., Inc., Boston.

THE NEW CBS program called "To the Ladies," sponsored by Andrew Jergens Co., (Woodbury soap), with Leon Belasco's orchestra and Tito Guizar, changes title and becomes "Lovely Lady" when it reaches Pacific Coast stations. The change was made to avoid duplication since the Don Lee-CBS stations on the coast already have a "To the Ladies" program, sponsored by Globe Mills, and offering a Raymond Paige musical presentation.

UNION OIL CO., Los Angeles, has taken a program over NBC in the west for Friday nights. It is called "Disturbers of the Air." The sponsor is marketing a new type of gasoline.

THE KNOX GELATINE CO., Johnstown, N. Y., inaugurated the Knox Sparkling Music Program, Ed Troutman's orchestra, Jan. 12 over an NBC-WEAF network; it will be heard Tuesdays at 9:15 a.m., EST.

NEW STARS and 13 stations have been added to the Willys-Overland program, which is to continue for another 13 weeks over a coast-to-coast NBC network from Chicago each Sunday from 4 to 4:15 p.m., PST. Rotting and Platt, piano duo, supplants Tom, Dick and Harry. New stations, bringing the total to 37, are in the south, central and southwestern states.

THE FITCH PROFESSOR program, originating in the Chicago studios of the CBS, grows from a limited 4-station hookup to a 31-station lineup Jan. 15. The program is for F. W. Fitch Company of Des Moines, Ia., marketing a shampoo. The feature shows between 11 and 11:15 a.m. Fridays and includes an instrumental trio; Jack Brooks, a tenor; and "Professor" Carl Way, who talks on the care of the hair.

"LUCKY KIDS," a program featuring a flock of youngsters who go to sea and encounter numerous exciting adventures, has opened over an 8-station hookup of the CBS on Tuesdays, Thursdays and Saturdays from 5:45 to 6 o'clock, EST. The stunt is staged for a child audience by the Coco-Cod Corp., Chicago, producing a prepared cod liver oil. It originates in Chicago.

ATLAS BREWING CO., Chicago, (malt), starts with "Bob Becker's Outdoor Talks" over 12 CBS stations March 6. The contract runs 52 weeks, with quarterly cancellation clauses. Time of program is Sundays 5:45 to 6 p.m., EST. Critchfield & Co., Chicago, handles the account.

CANADA DRY Ginger Ale, Inc., New York, began Jan. 11 over 13 NBC-WJZ stations with Canadian mounted police stories, heard Mondays from 10 to 10:30 p.m., EST. N. W. Ayer & Son, New York, handles the account.

PROSPECTS

PREMIER MALT Sales Co., Chicago, (Blue Ribbon Malt), makes up its advertising lists this month, including broadcasting accounts. Matteson-Fogart-Jordan Co., Inc., Chicago, places the accounts.

J. W. ECCLESTON, JR., Los Angeles agency, has been engaged to direct a campaign for the Tire Clearing House of Los Angeles with projected plans for local newspaper tie-ins which will be supplemented later by a series of broadcasts.

AGENCIES AND REPRESENTATIVES

DU-BAY Radio Sales, Redic Tower, Omaha, Neb., has been appointed agent to handle all radio advertising for Berry Seed Company, largest mail order seed house in the world.

J. W. ECCLESTON, JR., Los Angeles agency, located in the Bendix building, has announced its appointment as director of campaign for the National Institute of Parent Training to use direct mail, radio and newspaper; Challenge Cream and Butter association for a campaign over KYA, San Francisco (the account over KNX, Hollywood, had previously been announced and will continue); the Petrol Corporation, using weekly programs over KECA, Los Angeles, with male quartet and a "resourcefulness contest."

PEARCE-KNOWLES Agency, Seattle, has enlarged its service from a strictly radio agency to a general one. It will, however, continue its radio division.

BERT OLBERT, who has exclusive franchise for accounts in the Santa Monica Bay district via remote to KTM, Los Angeles, has enlarged his own remote studio in Elks Temple No. 906, Ocean Park. He acts as broker in securing the sponsorships and announces the programs for two hours each morning.

E. R. PARKER Dental System, San Francisco, has given its advertising account to the San Francisco office of Emil Brisacher and staff. Radio and newspaper copy will be used for the coast area.

MARTIN ALLEN Advertising Agency, Los Angeles, has taken over the advertising campaign for See's Candy, Inc., chain of retail outlets and Los Angeles plant. A radio campaign will be conducted, including KNX, Hollywood (already carrying See's programs) and others.

L. S. GILLHAM, Inc., Salt Lake City agency, will undertake a campaign for "Dated Loaf," new product of the Royal Baking Company, Salt Lake and Ogden, with radio, newspapers and outdoor advertising.

TRANSCRIPTIONS

GATES RADIO & Supply Co., Quincy, Ill., reports a new double disc transcription unit, known as Type VB-105, now offered to broadcasting stations as a highly flexible assembly to handle either 33 1/3 or 78 r.p.m. discs. Its motor is designed to operate both speed records by merely changing a lever. It also includes a variable scratch filter, with 15 filter steps. Wiring is totally shielded, and the whole assembly is mounted on a heavy table finished in dull walnut.

LIFE SAVERS, Inc., Port Chester, N. Y., has not yet decided whether to carry on its "Success Reporter" transcription programs, spotted over about 30 stations, beyond the second 13-weeks period. The original plan had been for four 13-week periods on the air daily. Recently the sponsor added a contest feature and upon the success of that depends the outcome of the remainder of the half-year contracts. In the meantime, Life Savers has been trying out a 15-minute program three times a week over WOR, Newark, on a 13-weeks contract. Some time soon the organization will decide on the comparative value of the two programs, according to officials.

RADIO TRANSCRIPTION Company of America, Hollywood, has engaged the Freeman Lang Enterprises, Inc., Hollywood, to produce a series of transcriptions featuring Jimmie Grier and his orchestra from the Ambassador Hotel, Cocoanut Grove, Los Angeles. Ted Dahl and his orchestra, heard regularly from the studio of KMTR, Hollywood, have also made a series lately as has Hal Grayson and his orchestra, heard nightly from the Roosevelt Hotel, Hollywood, via remote to KHJ, Los Angeles.

THE WILLIAM HORSLEY laboratories, Hollywood (Hollywood Film Enterprises) has just produced a transcription series of talks for the National Homeopathic Institute, Los Angeles, which have been spotted at KTM, KFAC and KFVD by the Ray Hewitt Radio Agency.

STATION NOTES

WFBE, Cincinnati, is now installed in its new home in the Hotel Sinton-St. Nicholas, where three new model studios and new offices have been occupied. William A. Clark is manager of the station, which is known as "The Voice of the Cincinnati Post," its owner.

ADDRESSES by William Randolph Hearst, Jr., and Harry M. Bitner, newspaper executives, and M. H. Aylesworth, NBC president, featured the dedication of WCAE, Pittsburgh, on Jan. 4. The broadcast signalized a change in ownership to the Pittsburgh Sun-Telegraph, a Hearst publication, of which Mr. Bitner is publisher. The station is associated with an NBC network.

STATION KDKA, Pittsburgh, the pioneer among regular broadcasters, which has not missed a single day on the air since it was inaugurated on Nov. 2, 1920, received 435,000 pieces of mail in 1931. More than 23,000 programs were broadcast. The station now employs 80 persons. The cost of operation in 1931 is estimated at $500,000, of which $100,000 was paid for local entertainers.

KTM, Los Angeles, has embarked on its second year of using a lightning arresting device, and in this period of time has encountered no difficulty from electrical disturbances, although previously it had been off the air during some storms. The apparatus was devised by C. B. Juneau, then head technician, now production manager. Equipment is located at Santa Monica with studios in Los Angeles.

STAFF members of WBZ's Boston office have organized a bowling league. Two teams already are getting down to nightly practice, priming themselves for regular Friday night matches in the Hotel Bradford alleys. Team A is captained by Gordon V. (Babe) Norris, team B by Forrest E. (Bill) Williams. Babe Norris is now leading the field with a 12-string average of 91.5. Bill Williams is runner up with an 88.1. Other high scores include Clyde A. Gordon, W. Gordon Swan, Joseph E. Baudino, Norman E. Whittaker and Harry D. Goodwin.

J. H. UHALT, owner of WDSU, New Orleans, claims that his station is the first in the South to install the new dynamic microphones made by Graybar. An order for a complete set with additional amplifiers has been placed. WDSU is a CBS affiliate which celebrated its eighth anniversary last July.

DURING 1931, KFRC, San Francisco, produced 1,842 hours of sustaining programs, 90 per cent of which were chained to the Don Lee-CBS network. These broadcast hours were produced in the KFRC studios and did not include sponsored programs, nor programs originating in the Los Angeles studio or the Columbia studios in the East. No advertising matter was used in connection with them, according to the annual report of Harrison Holliway, station manager.

TIME of KFBL, Everett, Wash., has been leased from Leese Brothers, owners, to the Everett Broadcasters. The new group has opened a new studio in the Medical-Dental building with Miss Selma Burke as secretary.

PROGRAM NOTES

THE DISTRICT of Columbia Federation of Music Clubs is sponsoring a series of radio travel programs over WRC, Washington, Sunday nights from 7 to 7:30 o'clock. Each of the 20 senior organizations of the federation will participate in the foreign musical program during 20 weeks.

KELW, Burbank, Cal., has inaugurated a Jewish program for Sunday noons called the Jewish Classical Hour. It will be directed by Cantor Oscar Blanco, tenor, formerly with the St. Louis Municipal and Chicago grand opera companies.

KMTR, Hollywood, will broadcast the outstanding basketball games this season from the Olympic auditorium, Los Angeles. KFWB, Hollywood, will retain its line to the auditorium for the Tuesday night prize fights with Zeph Fitzgerald at the microphone.

KGRS, Amarillo, Tex., has started a regional service with wheat and cotton quotations at 10 a.m., daily except Sundays.

WIP-WFAN, Philadelphia, has been broadcasting a play-by-play description of the ice hockey games played every Wednesday night at the Philadelphia Arena by the Philadelphia Arrows. Andrew T. Stanton, veteran sports announcer, is at the microphone.

THE RADIO GUILD presented "Peer Gynt" over an NBC-WJZ network at 4:15 p.m., EST, Jan. 8 as the second of 18 radio dramas scheduled this year. William S. Rainer, production manager for NBC, took the role of Peer Gynt. The remaining 16 plays will be presented each successive Friday.

INAUGURATION ceremonies for Governor-elect A. Harry Moore, of New Jersey, will be broadcast by WOR, Newark, at noon, Jan. 19, and WOR has invited other stations of the state to join it in the program.

WHEN Dobbsie's Shell Happytime changed from NBC to CBS on the west coast Jan. 1, it was cut from 60 minutes to a half hour. This will enable the retention of the former Hallelujah Frolic over the Don Lee coast stations. Thus the first half-hour presents Dobbs and his group from KFRC, San Francisco, to the coast chain and is followed a half-hour later by Ken Niles and the Hallelujah program from KHJ, Los Angeles.

WRR, Dallas, Tex., reserves the 6:45 p.m. time daily for police bulletins of the local police department.

KOL, Seattle, has given over a Monday afternoon period to the local Parent-Teachers Association for music and lectures.

DR. GLENN ADAMS, Cincinnati physician, who has given talks on dogs over WLW, Cincinnati, for three or four years, early this month began a series of discussions on wild bird life, on Mondays at 5:15 p.m.

MAIL STATISTICS at WOR, Newark, show that Arthur Murray has a dancing class of nearly 128,000 students in his weekly broadcast from WOR at 9:15 p.m. on Mondays.

BILLY KENDALL, who recently left New York for California, has bought time over KELW, Burbank, Cal., for a morning "want ad column of the air" program.

XUM

KMPC, Beverly Hills, Cal., has a stage setting built into its studio for the Alabama Plantation Crooners program which is on the air every night except Sunday. A typical negro shack porch, amid green grass and roses, is the scene for the program of darkey songs and music.

"CENTERVILLE Sketches," a rural drama program, has been resumed by WOR, Newark, for at least the next three months. Eleven of the original 19 members, including Leonard E. Cox, originator of the sketches, are included in the cast. The program is on the air every Tuesday and Friday night from 7:30 to 7:45 o'clock.

CAPT. RICHARD H. RANGER began Jan. 2 to play his Rangertone or electric pipeless organ in a weekly series of broadcasts from WOR, Newark. The organ, which is in the inventor's home, is connected electrically with the telephone lines, thus eliminating the microphone. No control operator is needed. Capt Ranger will not hear the music from his organ until it returns to him via a loudspeaker. The program is on at 3:30 p. m. every Saturday.

KGO, San Francisco, KSL, Salt Lake, and KOA, Denver, last week began to take the new mystery serial from the NBC San Francisco studios each Wednesday night at 10:15 p.m., PST. The series by J. Bowdery will be called "Ventures to Venus."

WIBW, Topeka, Kan., opens its daily program at 6 a.m. with time signals, news reports and weather information. At 7 a.m. the broadcast is repeated for later risers.

WOW, Omaha, Neb., spots the local police department bulletins at 9 a.m. daily.

THE ELECTRIC music of the electrovoice, the electro-cello, and the electropiano, three of the remarkable new musical instruments invented by Prof. Leon Theremin, Russian scientist and musician, is being broadcast in a series of afternoon concerts over CBS each Monday from 3:15 to 3:30 p.m., EST.

HOCKEY games are being carried on the broadcast schedule of KTAB, Oakland, Cal., this winter with Ernie Smith at the mike. KLX, Oakland, has placed the Monday night basketball affrays on its program list.

PLANS have been announced for personal appearances of the Happy-Go-Lucky cast of KFRC, San Francisco, by A. Pearce, director of the group. There will be two stage appearances in Los Angeles, Jan. 23; a Long Beach showing, March 5; Portland, Ore., some time late in March; with various California communities spotted on undetermined dates during week ends of February and March.

Yankee Net Forms An Artists Bureau

CREATION of the Yankee Network Artists Bureau, to operate in conjunction with the Shepard Broadcasting Service, is announced by John Shepard, 3rd, president of the Yankee Network. The bureau will make available for every type of social function "the cream of the talent in New England," he said.

Roy Harlow, assistant to Mr. Shepard, assumes general supervision of the new bureau, and A. Cameron Steele will direct the audition. The bureau is a separate organization and distinct from the network, it was said, and only when their mutual interests coincide will the units cooperate. The bureau will be affiliated with the Artists Bureau of CBS.

NAB Reorganizes To Permit Broader Group Membership

Three Major Sections Set Up To Supplant Committees

REALIGNMENT of the committee organization of the National Association of Broadcasters, whereby certain committees are discontinued and three major sections are established to permit a more representative membership, is announced by Philip G. Loucks, managing director.

Commercial, engineering and program sections are established, while the Commercial, Educational, Agricultural, Engineering, Regional and Local Committees are discontinued. H. K. Carpenter, WPTF, Raleigh, N. C., was appointed chairman of the commercial section by President Harry Shaw, WMT, Waterloo, Ia.; John V. L. Hogan, New York, consulting engineer, was named chairman of the engineering section, and Edgar L. Bill, WMBD, Peoria, Ill., was made chairman of the program section.

H. K. Carpenter

Edgar L. Bill

John Hogan

Affiliation of the NAB with the Advertising Federation of America, pursuant to recent action of the board of directors and the executive committee, also was announced. Each NAB member thus is entitled to receive the bulletins and statistical data issued by the A.F.A. and to participate in the work of that organization. An outline of the purposes and review of the activities of A.F.A. are being sent to NAB members.

Standing and special committees will remain intact, but new special committees will be appointed during the year by President Shaw. The executive, legislative, membership and copyright committees are among the standing bodies to be continued. Special committees on credit bureau, cost accounting, income tax and international radio will be appointed. The ethics committee will be abolished and its work taken over by the board of directors.

Membership of Sections

IN A SPECIAL bulletin to members, Mr. Loucks outlined the new organization plan and the reasons for its adoption. Each member station is entitled to one membership in each of the three new sections. It is suggested that the commercial manager be designated for membership on the commercial section; that the chief engineer be designated for membership on the engineering section and that the program director be assigned on the program section, but this is not mandatory.

In abolishing the regional and local committees, Mr. Loucks said it should be borne in mind that the work of each of the three sections should be arranged to give proper consideration to clear, regional and local stations. Stations of different classes have differing problems, whether they be in the studio, the engineering or sales departments, he added, and it is not intended that the problems of any class of station shall be neglected.

Mr. Carpenter, who was chairman of the commercial committee, will be charged with outlining the program of the new commercial section, the appointment of a number of committees to consider specialized matters and the preparation of a report on the deliberations and resolutions of this section for submission at the annual convention. The section would hold its meeting at the time of the annual convention of the A.F.A., which has consented to include it in the general program. Mr. Loucks will serve as secretary of the section.

As chairman of the engineering section, Mr. Hogan will formulate a definite program and appoint various committees to consider specialized matters. This section will hold its meeting at the time of the annual convention of the Institute of Radio Engineers. Eugene V. Cogley, assistant to the managing director, will serve as secretary.

The program section, headed by Mr. Bill, absorbs the educational and agricultural committees. Mr. Bill, similarly, will outline the program of the section and appoint committees. No time or place is planned for the meeting of this section, and it may be necessary to hold the meeting in conjunction with the annual convention of the NAB, although another date would be more desirable. One of the tasks of this section will be the preparation of a factual study of education by radio, to be undertaken by invitation from the Office of Education, Interior Department. John J. Daly, of the managing director's staff, will be secretary of the section.

To finance the work of all committees and sections, the NAB will set aside an appropriation. Paid employees of the NAB were designated as secretaries of each section to relieve the chairmen of as much administrative work as possible.

KVOO Uses Parabola In Football Broadcasts

A PARABOLIC directional microphone was used by KVOO, Tulsa, Okla., with considerable success this fall in the broadcasts of football games from Skelly Stadium. Listeners commented favorably on the manner in which band music and crowd noises were picked up. A 36-inch diameter parabola of 10-inch focus was used with a condenser transmitter head variably spaced two to three inches within the focal point. The head was fed into a standard two-stage head amplifier. The reflector was set up outside the announcer's booth atop the press box.

Completely Equipped to serve you

THE United States Gypsum Company offers you Sound Control Service on any studio problem. Our vast experience in acoustics and studio design has proved helpful to scores of stations.

Because we make sound absorbing materials of all kinds, because our methods of sound insulation may be applied to floors, walls, ceilings, doors and machinery of every type, we are completely equipped to serve you.

Some of the many stations where we have assisted in combining perfect acoustics with beautiful interiors follow: WBRC, WNAC, WBEN, WDOD, KYW, WJKS, WBBM, WMAQ, WENR, NBC (Chicago and New York), WHK, WCFL, WHFC, WCHI, KMBC, WIBA, WCCO, WMCA, KQV, KWK, KMOX, KLX, WBZ, WWVA, WTAG, WCAO.

Without obligation, a USG Sound Control Engineer will gladly consult with you. For an appointment or further information please address the United States Gypsum Company, Dept. B-1, 300 W. Adams St., Chicago.

USG

UNITED STATES GYPSUM CO.

SOUND CONTROL SERVICE

Commission Establishes Notable Record In Winning Appeals and Criminal Cases

Court Upholds Regulatory Body in 10 of 13 Motions; Much Fundamental Radio Law Has Resulted

Ben S. Fisher

AN IMPOSING record in radio law is being established by the Federal Radio Commission both in cases arising from appeals taken from Commission decisions and in criminal prosecutions throughout the country against "outlaw" stations, Col. Thad H. Brown, general counsel, declared in an analysis on Jan. 15.

Of 13 cases carried to the Court of Appeals of the District of Columbia since the fall of 1930, the Commission has been sustained in all but three, and in those cases, reversals were ordered because full hearings had not been held on issues clearly defined. Ten cases involving criminal radio litigation now are pending, indictments having been secured.

Col. Brown commended highly the work of Duke M. Patrick, assistant general counsel, in his conduct of the cases in the Court of Appeals. He praised also the accomplishments of the section headed by Ben S. Fisher, assistant general counsel, in the handling of criminal litigation.

"A vast amount of fundamental radio law has been written by the Court of Appeals in recent months," Col. Brown declared. "The opinion of the Circuit Court of Appeals of Chicago rendered last summer upholding the government's contention that broadcasting stations have no vested property rights to the channels on which they operate established legal grounds upon which the Commission could proceed in improving broadcasting conditions.

"Since then the Court of Appeals has seen fit to sustain the Commission's findings in ten of thirteen cases, three of which involved deletions for failure to serve public interest, convenience and necessity. In two cases the court sustained the constitutionality of the Davis Amendment to the Radio Act of 1927 and the validity of the regulations adopted pursuant thereto.

"In criminal litigation, the cooperative efforts of the Department of Justice, the Radio Division of the Department of Commerce, and, in some cases, the U. S. Coast Guard, with the Commission, have produced gratifying results. Not until adequate evidence is at hand are such cases prosecuted. The efficacy of these methods is reflected in the fact that only a few months ago some 100 criminal cases, involving both unlicensed communications and broadcasting stations were under investigation, whereas now the number has dwindled to about 50."

Cases Appealed

RESULTS of radio litigation in the Court of Appeals, handled by Mr. Patrick, were summarized by Col. Brown as follows:

1. Ansley v. Federal Radio Commission (46 F. (2d) 600). Decided Dec. 1, 1930. Commission affirmed.

2. Havens & Martin v. Federal Radio Commission (45 F. (2d) 295). Decided Dec. 1, 1930. Commission affirmed.

3. The Courier Journal Co. v. Federal Radio Commission (46 F. (2d) 614). Decided Jan. 6, 1931. Commission reversed because of failure to give hearing.

4. KFKB Broadcasting Ass'n, Inc. v. Federal Radio Commission (47 F. (2d) 670)—The Brinkley case. Decided Feb. 2, 1931. Commission affirmed.

5. Marquette University v. Federal Radio Commission (46 F. (2d) 406). Decided Feb. 2, 1931. Commission affirmed.

6. General Broadcasting System, Inc. v. Federal Radio Commission (47 F. (2d) 426). Decided Feb. 2, 1931. Commission affirmed.

7. Westinghouse Electric & Manufacturing Co. v. Federal Radio Commission (47 F. (2d) 415). (Four cases involving almost identical questions.) Decided Feb. 2, 1931. Commission reversed for failure to give hearing.

8. The Journal Co. v. Federal Radio Commission (48 F. (2d) 461). (Four cases.) Decided March 2, 1931—Commission reversed. Although a hearing was ultimately held in these cases, the original error dated from action of the Commission taken without hearing.

Duke Patrick

9. Reading Broadcasting Co. v. Federal Radio Commission (48 F. (2d) 458). Decided March 2, 1931. Commission affirmed.

10. Sproul v. Federal Radio Commission (not yet officially reported). Decided Nov. 9, 1931. Commission affirmed.

11. Riker v. Federal Radio Commission (not yet officially reported). Decided Dec. 21, 1931. Commission affirmed.

12. Pacific Development Radio Co. v. Federal Radio Commission (not yet officially reported). Decided Dec. 21, 1931. Commission affirmed.

13. Durham Life Insurance Co. v. Federal Radio Commission (not yet officially reported). Decided Dec. 21, 1931. Commission affirmed.

"An examination of the foregoing," Col. Brown stated, "shows that the Commission has been affirmed in each and every case where a full hearing was held before the Commission, except in the Journal Company cases (No. 8). As pointed out briefly in the list, four cases were decided by a single opinion, and in three of these no hearing was held. The hearing finally held was, in the opinion of the court, inadequate to compensate for the error already committed."

Criminal Prosecution

DISCUSSING the criminal cases, Col. Brown explained that all involved operation of unlicensed stations and operation of stations without licensed operators in violation of the terms of the Radio Act. The prosecutions actually were conducted by the United States Attorney for the district involved with the assistance of Mr. Fisher. Expert testimony and assistance in these cases were given by W. E. Downey, assistant director of the Radio Division, George S. Smith, chief of the license division of the Commission, W. J. Clearman, chief investigator of the Commission, and A. D. Ring, Broadcast Section, Engineering Division of the Commission.

A summary of pending criminal cases involving broadcasting follows:

U. S. v. Lee Elton Spencer, Pittsburgh. For operating broadcasting station without license, causing interference with other stations outside of Pennsylvania. Jury found defendant guilty on ten counts in two indictments in December. Motion now pending for new trial.

U. S. v. I. C. Lankford, Jr., Wichita Falls, Tex., operation of unlicensed broadcasting station. Defendant pleaded guilty Nov. 19 and was sentenced to 10 days in jail and $500 fine.

U. S. v. Harold C. Boden and Charles C. McCollum, Jonesboro, Ark., for operating broadcasting station without operator's license. McCollum dismissed and Boden indicted on Nov. 23. Defendant pleaded not guilty Nov. 30 and case was continued to secure new indictment on additional count of operating unlicensed station.

U. S. v. Edwin Miles and Joy P. Miller, both of Ashland, Neb., (2 cases). Miller found not guilty on Dec. 14, marking first case in which such a finding was returned. Miles, however, was indicted and pleaded guilty on Nov. 21. Sentence has not been passed.

The five other cases, four in Brooklyn and one at Trenton, N. J., involved operation of unlicensed commercial stations engaged in liquor traffic and other smuggling operations in which code stations were used to facilitate the movement of contraband.

Broadcast Quota Units

(Continued from page 15)

Some engineers contend that the differences in propagation phenomena between the high frequency end and the low frequency end of the broadcast spectrum are sufficiently great to be considered in the factors which go to make up quota unit charges, but a continuous study of this matter by the Engineering Broadcast Section indicates that this factor is so small as compared to some of the other variable factors, that its use at present is not justified. In addition, the normal separation between stations on adjacent channels requires wide distribution and automatically distributes the various portions of the bands among the states and zones.

Radio Groups Will Meet In Chicago This Month

THE RADIO Wholesalers Association and the National Federation of Radio Associations will convene in Chicago concurrently with the tenth annual Chicago Radio-Electrical Show at the Coliseum on Jan. 18-24. The boards of directors voted to hold the convention in Chicago instead of in Philadelphia in February. Thousands of radio wholesalers and dealers, factory representatives, factory executives and engineers will attend the trade and public show at the Coliseum and the convention sessions at the Congress Hotel. The latter will be held the first three days of the trade show, Jan. 18, 19 and 20.

NOW AVAILABLE

Complete Detailed Certified Facts

Regarding

The Iowa Market

and

The Ability of

WMT

To Cover That Market

For Detailed Information Write

The Waterloo Broadcasting Co.

WATERLOO, IOWA

Stay Granted WOQ By Appeals Court

Rehearing Denied WPTF and KECA, WHB May Lose Case

A STAY ORDER permitting WOQ, Kansas City, operated by the Unity School of Christianity, to continue operation during the pendency of its appeal from the Radio Commission's decision removing it from the air and giving full time to KFH, Wichita, Kan., with which it shared, was granted Jan. 7 by the Court of Appeals of the District of Columbia (Docket No. 5582). It was one of a half dozen actions in the court during the past fortnight involving broadcasting cases.

The appeal and petition for stay order followed a refusal by the Commission to rehear the case. The appeal contends that the Commission acted capriciously in assigning to KFH the two-sevenths time used by WOQ on the 1300 kc. channel with 1 kw.

Rehearings of the WPTF and KECA cases, questioning the validity of the quota regulations and the constitutionality of the Davis Amendment, were sought in petitions filed with the court by Louis G. Caldwell and Arthur W. Scharfield, counsel for the stations. The petitions were denied by the court on Jan. 9. In deciding these cases recently (Dockets Nos. 5444 and 5445), the court upheld the Commission's decisions denying the stations increases in daylight power, and upheld also the validity of the Davis Amendment and General Orders 92 and 102, promulgated by the Commission as a means of carrying out the provisions of the amendment.

WPTF, Raleigh, had requested an increase in power to 5 kw. on its limited time assignment on 680 kc., which would place North Carolina slightly overquota. KECA, Los Angeles, sought an increase in daylight power from 1 to 2½ kw., in the already overquota state of California. The court, state the petitions, "has misapprehended undisputed facts" in both cases. The quota regulations, they argued, result in a "deplorable waste of the limited total of broadcasting facilities."

Whether an appeal will be taken to the Supreme Court of the United States in these cases has not been indicated.

Indications that the court will adhere to its ruling that General Orders 92 and 102 are valid regulations, were given on Jan. 4, when oral arguments were heard on the appeal of WHB, Kansas City, denied an increase in daylight power of 500 watts to 1 kw. When John M. Littlepage, counsel, began presentation of his arguments, the court intimated that it was familiar with the facts, and that they paralleled those raised in the WPTF and KECA cases. When Mr. Littlepage concluded, the court said it did not care to hear arguments in behalf of the Commision, which Duke M. Patrick, assistant general counsel, was prepared to deliver.

The Shuler radio free speech case moved closer to consideration by the Supreme Court with the designation of the record by the Commission. The record was formally presented to the court on Jan. 11, and decision whether the case will be accepted for review at this time, in view of the fact that it still is pending before the Court of Appeals, is expected within the next week or two. The appeal grew out of the Commission action deleting KGEF, Los Angeles, operated by Trinity Methodist Church, South, of which Rev. Robert P. Shuler is pastor, on the ground that Shuler had "incited religious strife and antagonism" with his broadcasts. Property rights as well as freedom of speech on the air are raised as issues.

Stations May Teach

SHOULD Chicago's public schools close as threatened because of the city's financial difficulties, WMAQ, operated by the Chicago Daily News, and WGN, operated by the Chicago Tribune, are prepared to instruct some 490,000 pupils daily by radio. The former station has been carrying lectures on a variety of subjects into classrooms of 250 Chicago schools for the past five years. It proposes to broaden this service if the schools close. The Tribune has offered newspaper space as well as the services of WGN. Lessons would be outlined each morning in the newspaper so that pupils would know when to listen in.

Two More RCA Plants Consolidate at Camden

CONSOLIDATION of RCA Photophone, Inc., and RCA Victor Company as a further step in the unification of activities of the Radio Corporation of America in the radio and electrical entertainment fields is announced by David Sarnoff, president of RCA. Both subsidiaries will be merged in the RCA Victor Company plant at Camden, N. J.

The consolidation will mean a closer association of sound motion picture recording and reproducing with the radio laboratory, according to Mr. Sarnoff, and is expected to give impetus to the introduction of sound reproducing equipment in the homes, schools and industrial organizations as well as theaters.

CATCHING barracudas, known as "tigers of the sea," is but child's play compared to taming vociferous broadcasters, says Federal Radio Commissioner Harold A. Lafount. Pictured above is the commissioner with one of the rather youthful barracudas he caught on a fishing trip in the Gulf Stream during the Christmas holidays. All told, he caught 10 of them, as well as several thousand pounds of mackerel, but the larger "tigers" refused to pose for photographs.

While the Fifth Zone Commissioner was deep sea fishing off the Florida coast, Chairman McK. Saltzman was engaging in the piscatorial pastime at Jupiter Inlet, near Palm Beach. Although General Saltzman refused to be quoted, it is reported that he caught "a full-grown Florida heterodyne" during the early morning hours. Efforts were made to photograph this hybrid of the ether with General Saltzman, but "cross-talk barnacles" clinging to its bottom caused "double exposures." The whole matter finally was dropped because it was inconsistent with General Orders 92 and 102.

WJAR, Providence, R. I., operated by the Outlet Co., on Jan. 5 was authorized by the Federal Radio Commission to increase its power from 400 to 500 watts.

"Newspaper of Air" Urged at Hearing

A NEW broadcasting station, which would be a "newspaper of the air" with its own local news-gathering service, was proposed for Pontiac, Mich., at a hearing before Examiner R. H. Hyde Jan. 7. E. LeRoy Peletier, former Detroit advertising man and for many years secretary to Henry Ford, outlined the novel project. Along with Theodore F. Zemla, radio dealer, and Harold T. Coughlan, attorney, of Pontiac, he is an applicant for a new 500-watt daytime station on 800 kc.

Under questioning by John W. Guider, his counsel, Mr. Peletier said his company planned to call the station "The News-Herald of the Air." It would have every feature and department that makes up a live newspaper, and all local news would be announced as soon as received. Sports, comics, society, want ads and vital statistics would be included in the news broadcasts.

"Editorially," Mr. Peletier said, "we will endeavor to be absolutely neutral on all political subjects. We will strive to give all the facts on both sides. We plan to have our own local news-gathering service—and we hope that service will grow until there will evolve what might be termed 'an A. P. of the air,'" which will gather and broadcast important news before it appears in newspapers.

The application was strenuously opposed by WBAP, Fort Worth, and WFAA, Dallas, which share time on 800 kc. with 50 kw. power. Paul D. P. Spearman appeared for the Texas stations. Also opposing the application on technical grounds were WJR, Detroit, represented by Louis G. Caldwell and Howard Vesey, and WXYZ, represented by Horace L. Lohnes.

Farewell Party

COMMISSIONER Ira E. Robinson was honor guest at a farewell party given him by his friends and associates at the Hotel Shoreham, Washington, on Jan. 15. Officials high in the radio affairs of the Nation's Capital, as well as fellow Commissioners and members of Congress attended the banquet.

KMBC

helping the Advertiser ....CUT COSTS!

KMBC Announces "Run of Schedule" 40% Reduction in Rates

A Key Station of the Columbia Broadcasting System, originating regular daily programs to stations west of the basic network.

WHAT "RUN OF SCHEDULE" IS:

The Client may order the CLASS OF TIME desired at 60% of Program Rates, but may not specify definite time. The station will select favorable time from open periods available, and is not obligated to furnish the Client advance information as to the time any broadcast will be made. The Station will, however, if requested by Client, furnish certificate of performance giving actual time broadcast was made. "Run of Schedule" rates apply only on Program Rates, Classes "A", "B", "C" and "D".

MIDLAND BROADCASTING CO.
KANSAS CITY, MO.

40 Education Talks Scheduled on NBC

Noted Authorities Sponsored by Radio Advisory Council

THE NATIONAL Advisory Council on Radio in Education will present 40 authorities on economics, psychology and related fields in a series of weekly lectures this spring over a coast-to-coast NBC network, according to announcement by Levering Tyson, director. The feature will be a continuation of the "Listen and Learn" lecture series inaugurated last fall. It will occupy 15 minutes each Saturday beginning at 8:30 p.m., EST.

Dr. Robert M. Hutchins, president of the University of Chicago, inaugurated the spring series Jan. 2, and introductory speeches were made by Felix Morley, secretary of the committee on economics, and Dr. Walter V. Bingham, chairman of the committee on psychology. The lectures will continue for 20 weeks, closing with a valedictory program the last week in May.

International trade, the tariff and industrial planning will be economic subjects touched upon during the series by James Harvey Rogers of Yale, Ernest M. Patterson of Pennsylvania, F. W. Taussig of Harvard, George Henry Soule, Jr., editor of The New Republic, Walton H. Hamilton of Yale and others. Changes and growth in personalities, animal behavior and psychology in education will be discussed by Fred A. Moss of George Washington University, Henry W. Nissen of Yale, Frank N. Freeman of Chicago, and others.

"The series has proved that where there is a sincere desire, educators and broadcasters can get along without stepping on each others toes," John W. Elwood, NBC vice president who arranged the broadcast with Mr. Tyson, said. "It has demonstrated what can come from practical and sensible cooperation and organized effort between the educators and the broadcasters."

"The council has received nearly 100,000 letters from listeners in every part of the United States," Mr. Tyson revealed. "Although we know that many thousands of teachers and students listen in, a heavy majority of the letters come from men and women not professionally engaged in education. Among those we have heard from are housewives, ministers, dentists, doctors, farmers and plumbers. People of all ages are listening in regularly. We have had letters from school children studying elementary economics and from men and women of seventy and above."

Standard Frequencies

METHODS of frequency measurement for utilizing the standard frequency signals transmitted by the Bureau of Standards, Washington, over WWV, on 5,000 kc., are described in a circular letter available for distribution by the bureau. This service becomes of increasing importance with the 50-cycle plus or minus frequency tolerance which becomes effective in June. Copies of the letter may be procured by requesting Letter Circular No. 314 from the bureau.

MAP SHOWING 52 stations of NBC carrying economics and psychology programs of the National Advisory Council on Radio in Education.

"Run of Schedule" Time Nets Profits

TO MEET rate objections by certain national advertisers and also to secure business in the face of the unwillingness of some sponsors to sign long-term contracts, Arthur Church, manager of KMBC, Kansas City, has devised what he calls "run of schedule" time offerings.

Clients may order the class of time desired at 60 per cent of card rates, but may not specify definite time. The station management spots the program during open periods available but does not undertake the obligation of furnishing the client advance schedule of the broadcast. It only insures certificate of performers.

This, according to Mr. Church, gives the station an opportunity to fill periods that otherwise could not be sold on contract, yet at the same time give the sponsors very favorable spots for their programs.

"It increases the station revenues and, from our experience, can give the advertiser a fair return," he said "the advertiser, in his turn, saves nearly one-half the regular station time rate without being tied up with a long-term contract. The 'run of schedule' contracts carry a two weeks' cancellation clause. If cancelled, the sponsor must pay the short-term rate.

The scheme has been working a year with success, Mr. Church added. About six advertisers have accepted the plan to date. At present Sparton and Frigidaire, through their local dealers, and a local fur house, are under contract. The station undertakes to spot the copy placed by the sponsor's agency, or will itself provide transcriptions or produce the program, making the usual charges for talent.

Congress Series

"CURRENT QUESTIONS before Congress" is the title of a new sustaining series to be inaugurated on CBS Jan. 19 and to be heard on Tuesdays thereafter from 11:30 to 11:45 a. m. Senator Capper of Kansas will start the series that date and Senator Dill of Washington will be heard the following Tuesday. They will speak on alternate weeks, the former presenting the Republic side of current issues and the latter the Democratic side.

Artists Sign With NBC

NBC ARTISTS Service has signed long-term contracts with Jeritza, Kreisler and Rachmaninoff for their professional management. Though Jeritza has frequently been heard on the radio, Kreisler and Rachmaninoff have never gone on the air. Together with Paderewski, they represent the only major artists who have never broadcast. George Engles, director of the Artists Service, said the new arrangement does not necessarily mean that Kreisler and Rachmaninoff will broadcast now, but indicated that should they decide to do so in the future, it will be on NBC.

WMCA Buys Station Site on Flushing Bay, L.I.

WMCA, New York, has purchased five acres of land on Flushing Bay, Long Island, as a site for a new transmitter if the Federal Radio Commission approves. The transmitter is now located at Hoboken, N. J. Donald Flamm, president of WMCA, plans to build a modern fireproof transmitter building together with two 300-foot towers.

The station has also applied for a television license, using Baird equipment, and has taken over the twelfth floor of the WMCA building, Forty-third Street and Broadway, formerly the Hammerstein Theater building, for the purpose of experimentation. The tenth and eleventh floors are used for sound broadcasting.

Newspaper Cooperation

A SUCCESSFUL radio-client-newspaper tieup was made by KGB, San Diego, during the recent holiday season. The Marston Chorus, from the Marston Co., San Diego department store, appeared over the station on a Christmas program. Mr. Marston paid for the time and the station turned this amount over to the San Diego Union's (newspaper) shoe fund for unfortunate children of the territory. Marston's carried full page advertisements in three local newspapers calling attention to the broadcast, and the San Diego Union cooperated with a campaign of feature stories.

"IF IT PLEASE THE COURT
WE REST OUR CASE"

Two prospective advertisers made their own survey. A "Baby Chick" account found so many farmers listened to WNAX in its territory, that it was forced to bring its program to us. Five hundred calls were made and over 90% were WNAX fans. A grocery account "put it up" to its district managers. Result: 100% voted to concentrate ALL their advertising with WNAX.

■

YOU TOO
Can Convince Yourself That
IT PAYS TO ADVERTISE
over

WNAX

Yankton — *526 meters*
So. Dakota — *570 kilocycles*

8-Story Structure Planned by WCAU

PLANS for the construction of an 8-story building for the housing of WCAU at 1618-22 Chestnut Street, Philadelphia, have been announced by Dr. Leon Levy, president of the Universal Broadcasting Co., owner of the station. Previously, it was announced that a 3-story penthouse would be added to the Franklin Trust building for WCAU, but this structure has recently been taken over by the Pennsylvania Banking Department.

The new building will be erected at a cost of $1,500,000 and will be known as the WCAU building. The four upper floors will be occupied by the broadcasting company. Demolition work has already been started so that the building will be ready for occupancy by Aug. 1, 1932.

Seven studios, in addition to special rehearsal and audition rooms, will be included in the construction. Provision is also made for the installation of television apparatus. An emergency transmitter will be placed in the building so that there will be no interruption of service. A new 50 kw. transmitter is now under construction in Delaware county.

A special workshop for Dr. Leopold Stokowski, conductor of the Philadelphia Orchestra, will be incorporated in the structure so that he may continue his experiments in broadcast reception. The new building will be of modernistic design throughout.

Thrift Week Copy

FOR USE by radio stations during National Thrift Week to be observed throughout the country from Jan. 17 to 23, the National Thrift Committee, 347 Madison Ave., New York has prepared material of a nature that can be sponsored locally. The Committee suggests that stations might be enabled to get banks, insurance companies, building and loan associations and other financial institutions to sponsor the short talks. Arthur M. East is director of the committee, and can be reached at the New York address.

New Test Cars Assigned To Boston and Seattle

TWO MORE field test cars or "traveling laboratories" have been added to the radio inspection force of the Department of Commerce, bringing to eight the total number of these cars now operating out of all the district offices of the Radio Division have been assigned to the offices at Boston and Seattle and are already here.

The Boston car will service the first district, embracing the New England states, while the Seattle car will service the Pacific Northwest. New York and New Jersey are now the only states which have no test cars service, and, according to Director William D. Terrell, that territory will be covered for the time being by the Boston and Baltimore cars.

Broadcasts to Trains

TWO SPECIAL trains carrying Tulane supporters to Pasadena for the New Year's Day football classic between the Southern champions and the University of Southern California were equipped with radio receiving sets by WDSU, New Orleans, engineers, and the fans were given a special sports program throughout the trip.

Talks by coaches and players, reviews of the football season, and the like were broadcast by WDSU to the fans on the trains.

Auditions for Amateurs To be Held by Whiteman

PAUL WHITEMAN will inaugurate a personal "talent expedition" throughout the United States, beginning Jan. 15 under the sponsorship of the manufacturers of the Pontiac automobile and over the WJZ-NBC network. The campaign will continue for 25 weeks.

In each city that Whiteman and his orchestra visit during their vaudeville tour a talent audition will be held after which the winning contestant will be given an opportunity to sing over a nationwide network the following week in the Pontiac program. The singer's expenses will be paid to travel to the city where the orchestra is then playing.

Ninth Television Station Being Built in Canada

INSTALLATION of Western Television Corporation equipment for VE9EC, Canada's newest television station, began Jan. 2, and operation will begin within a month or so. The station is an adjunct of CKAC, operated by the French newspaper **La Presse**, Montreal.

VE9EC will operate on the 2,000-2,100 kc. band, according to the newest log issued by the Dominion Department of Marine, which also reveals that nine experimental television stations have been authorized for erection in Canada. In addition to VE9EC they are:

VE9RM—Rogers Majestic Corp., Toronto, 2000-2100 kc.
VE9RU—Crawford Hopkins, London, Ont., 2000-2100 kc.
VE9DS—Canadian Marconi Co., Montreal, 2100-2200 kc.
VE9BZ—Radio Service Engineers, Vancouver, B. C., 2750-2850 kc.
VE9AF—James A. Ogilvy's Ltd., Montreal, 2850-2950 kc.
VE9AR—A. R. MacKenzie, Saskatoon, Sask., 2850-2950 kc.
VE9ED—Dr. J. L. P. Landry, Mon Joli, Que., 2850-2950 kc.
VE9CI—Crawford Hopkins, London, Ont., 2758 kc.

WITH ITS first program of the New Year, Jan. 7, the Maxwell House Ensemble, heard Thursday nights over an NBC-WJZ network, entered its fifth year of broadcasting, making it one of the oldest sponsored features on the air. Noted classical and popular artists and guest conductors have regularly featured the program.

Station
WOR
Newark, New Jersey

▼ Your clients will definitely appreciate your having advised them to use Station *WOR* located as it is,

In The World's Richest Market

BAMBERGER BROADCASTING SERVICE, Inc.
NEWARK . NEW JERSEY
New York Office: 1440 BROADWAY · New York City

XUM

ACTIONS OF THE
FEDERAL RADIO COMMISSION
JANUARY 2 to JANUARY 14 INCLUSIVE

Applications . . .

JANUARY 1

W2XCZ, New York—Renewal of special experimental license for 1655, 2390 kc. 7½ w.

W2XDK, Polin, Inc., Portable—Removal of experimental license for 4795 kc. 15 w.

Application returned: W9XV, Carterville, Mo.—Renewal of experimental license for 1604, 2398, 3256, 4795, 6425, 8650, 12850, 17300 kc. 100 w.

JANUARY 6

NEW, San Juan, Porto, Rico—Roberto Mendez for CP to use 1370 kc. 100 w., unlimited time.

WOAX, Trenton, N. J.—License to cover CP granted 6-24-31 to move station locally.

WJSV, Alexandria, Va.—Voluntary assignment of license to WJSV, Incorporated.

NEW, Maderia Beach, Fla.—Peninsula Broadcasting Co. for CP to use 1010 kc., 1 kw. power, unlimited time.

WTSL, Laurel, Miss.—Voluntary assignment of license to Laurel Broadcasting Co.

NEW, Tulsa, Okla.—J. L. Neville for CP to use 1210 kc., 15 w., unlimited time.

NEW, Shreveport, La.—Shreveport Broadcasting Co., for CP to use 1310 kc., resubmitted amended to request the facilities of KMLB instead of KRLD.

NEW, Baton Rouge, La.—Louisiana Broadcast Co. for CP to use 1310 kc., resubmitted amended to request the additional facilities of KMLB.

NEW, Sturgis, S. D.—Black Hills Broadcasters for CP amended to request 100 w. on 1200 kc.

KGFX, Pierre, S. D.—License to cover CP granted 6-25-31 for changes in equipment .

KFXF, Denver, Col.—CP to move transmitter outside of Denver.

W1XAV, Boston—Modification of visual broadcasting license for change in frequency to 1600-1700 kc.

JANUARY 7

W6XAO, Los Angeles—License covering CP for 43000-46000, 48500-50300,60000-80000 kc. 150 w.; visual broadcasting service.

JANUARY 8

WGBS, New York—Modification of CP granted 8-25-31. Request to make changes in equipment.

WGY, Schenectady—CP to make changes in equipment.

WNBW, Carbondale, Pa.—License to cover CP granted 12-11-31 to make changes in equipment .

KXRO, Aberdeen, Wash.—License to cover CP granted 12-15-31 to install new transmitter. Also application to determine power by direct measurement of antenna input.

NEW, Garden City, Kan.—Conard Studio for CP to use 1370 kc., 100 w., unlimited time, amended to request to share time with KGDA.

KWCR, Cedar Rapids, Ia.—Modification of license to request to share time with KGFQ only instead of sharing with KGFQ and KFJY.

WLBL, Stevens Point, Wis.—Modification of CP granted 11-6-31 to extend completion date from 1-20-32 to 3-20-32.

KFAC, Los Angeles—CP amended to request to move transmitter and studio from 536-558 Hope St. to 18th and Cienega Sts. instead of to 645 Mariposa St. (all) Los Angeles.

JANUARY 9

WDEL, Wilmington, Del.—License to cover CP granted 12-1-31 to move transmitter and studio locally.

WBOW, Terre Haute, Ind.—License to cover CP granted 10-2-31 to move transmitter locally.

KGNO, Dodge City, Kan.—CP to make changes in equipment.

KMPC, Beverly Hills, Cal.—Modification of CP granted 6-17-31 to extend completion date from 1-6-32 to 2-25-32.

W9XG, West Lafayette, Ind.—Renewal of visual broadcasting license for 2750-2850 kc. 1500 w.

JANUARY 11

WAIU, Columbus, O.—CP amended to omit request to increase power from 500 w. to 1 kw.

WHDF, Calumet, Mich.—Modification of license to change hours of operation from unlimited to specified hours.

WPFB, Hattiesburg, Miss.—License to cover CP granted 9-22-31 to move transmitter and studio locally, install new equipment, increase power and hours of operation.

WKBH, LaCrosse, Wis.—Modification of license amended to request to operate simultaneously with station KSO, at Clarinda, Ia., until sunset, instead of until 6 p. m. as previously requested.

KERN, Santa Maria, Cal.—Modification of license to change name of licensee to The Bee Bakersfield Broadcasting Co.

KFWI, San Francisco—To determine license power by direct measurement of antenna input.

KID, Idaho Falls, Idaho—Modification of license to increase power from 250 w., 500 w., LS to 500 w., 1 kw. LS, and to increase hours of operation from simultaneous day, sharing at night with KTFI, to unlimited.

Applications returned: KLX, Oakland, Cal.—Increase power; WNAX, Yankton, S. D.—Change in equipment and increase in D. power.

JANUARY 13

WDAS, Philadelphia—CP to make changes in equipment.

WLBG, Petersburg, Va.—Install automatic frequency control.

KDLR, Devils Lake, N. D.—Install automatic frequency control.

WJAX, Jacksonville, Fla.—Determine license power by direct measurement of antenna input.

KFJZ, Fort Worth, Tex.—Voluntary assignment of license to Ralph S. Bishop.

KGW, Portland, Ore.—Determine license power by direct measurement of antenna input.

KGEW, Fort Morgan, Colo.—Voluntary assignment of license and CP to S. H. Patterson; also by S. H. Patterson, of Cheyenne, Wyo., request for modification of CP requesting authority to move station from Fort Morgan to Cheyenne.

KGB, San Diego, Cal.—Modification of license to increase power from 500 w. to 1 kw.

KFJI, Klamath Falls, Ore.—License to cover CP granted 12-4-31 to move station from Astoria, Ore., and change frequency from 1210 kc. to 1370 kc.

KIT, Yakima, Wash.—License to cover CP granted 12-1-31 for change in equipment and increase power to 100 w.

W8XK, Pittsburgh, Pa.—Relay Broadcasting application for modification of license for change in frequency from 11880 to 11870 kc.

JANUARY 14

NEW, J. T. Griffin, Tulsa, Okla.—CP to erect new station to use 1400 kc., 500 w., unlimited. Facilities of KOCW, Chickasha, Okla., requested.

WBHS, Huntsville, Ala.—Modification of CP amended to request an extension of completion date to 90 days after request is granted and amended as to equipment.

KMTR, Los Angeles, Cal.—Determine license power by direct measurement of antenna input.

The following applications were returned to the applicant:

NEW, Mobile, Ala.—Hunter Watkins and Bill Pape: CP for a new station in 1210 kc. (No reply to Commission's letters.)

WISN, Milwaukee, Wis.—Increase power to 500 w. (No reply to Commission's letters).

KID, Idaho Falls, Ida.—Increase power to 500 w. (No reply to Commission's letters).

NEW—Jenkins Laboratories, Inc., Washington, D. C., CP for new television station, frequencies 43000-46000, 48500-50300 and 60000-80000 kc., 1 kw.

Decisions . . .

JANUARY 5

WLBZ, Bangor, Me.—Granted CP to make changes in equipment to conform to G. O.'s 111, 115 and 116.

WPEN, Philadelphia—Granted CP to install new 250 w. transmitter which conforms to G. O.'s 111, 115 and 116.

KVI, Tacoma, Wash.—Granted authority to install automatic frequency control.

KOAC, Corvallis, Ore.—Granted authority for direct measurement of power.

WBZ, Boston—Granted license covering installation of new equipment and increase in power to 25 kw., 990 kc., unlimited time.

KCRC, Enid, Okla.—Granted license covering local move of studio and transmitter and installation of new equipment, 1370 kc., 100 w. night, 250 w. LS, shares with KGFG.

WJBL, Decatur, Ill.—Granted license covering rebuilding of transmitter which was destroyed by fire; 1200 kc., 100 w., shares with WJBC.

KXL, Portland, Ore.—Granted license covering installation of new equipment; 1420 kc., 100 w., shares with KBPS.

KGEK, Yuma, Col.—Granted license covering changes in equipment and increase in power to 100 w., 1200 kc., shares with KGEW.

WJAR, Providence, R. I.—Granted modification of license to increase power from 400 to 500 w.

KGEZ, Kalispell, Mont.—Granted consent to voluntary assignment of license to Donald C. Treloar.

W2XDV, New York—Granted modification of CP extending completion date to Feb. 10.

W2XE, New York—Granted modification of CP to change transmitter location to near Wayne, N. J., and extend completion date to March 1 .

W9XD, Milwaukee, Wis.—Granted visual broadcasting license.

Set for hearing: NEW, Charles L. Bennett, Jamaica, N. Y.—Requests CP, 1210 kc., 100 w., share with WCBB, WCOH, WJBI (facilities of WMRJ); NEW, Kunsky-Trendle Broadcasting Corp., Detroit.—Requests CP, 1020 kc., 10 kw., unlimited time (facilities of KYW-KFX); NEW, J. B. Sanders, Center, Tex.—Requests CP, 1310 kc., 100 w., share with KFPM; NEW, Q. C. Taylor, Austin, Tex.—Requests CP, 1500 kc., 100 w., unlimited time (facilities of KUT); NEW, Maurice B. Wray and E. D. Stewart, Springfield, Mo.—Requests CP, 1500 kc., 100 w., unlimited time (facilities of KGIZ); WTBO, Cumberland, Md.—Requests modification of license to change frequency from 1420 kc. to 590 kc., and power from 100 w. night, 250 w. LS, to 250 w.; WODX, Mobile, Ala.—Requests modification of license to change frequency from 1410 kc. to 1340 kc., and increase hours of operation from sharing with WSFA to unlimited (facilities of WCOA); WRHM, Minneapolis—Requests modification of license to increase hours of operation from sharing with WCAL, KFMX and WLB to unlimited; NEW, Radio Engineering Laboratories, Inc., Long Island City, N. Y.—Requests CP, visual broadcasting; NEW, D. Patasnik Co., Brooklyn—Requests CP, visual broadcasting; NEW, Kansas State College of Agriculture and Applied Science, Manhattan, Kan.—Requests CP, visual broadcasting, frequency within television band, power irregular.

WPOE, Patchogue, N. Y.—Station deleted for failure to make application for renewal of license. Formerly operated on 1370 kc., 100 w., unlimited time.

W2XAR, New York—Granted authority to use 1550 kc. for purpose of experiment synchronized sound only, for period ending 2-1-32.

W6XAH, Bakersfield, Cal.—Granted extension of completion date of CP to Feb. 24; visual broadcasting.

W6XAO, Los Angeles, Cal.—Granted authority to continue equipment and program test for additional 30 days from Dec. 25; visual broadcasting.

WRBL, Columbus, Ga.—Hearing on renewal of license cancelled and modification of license granted, 1200 kc., 50 w., unlimited time.

WGAL and WRAW, Lancaster and Reading, Pa.—Hearing cancelled and modified license issued for regular period without provisional clause.

WMBO, Auburn, N. Y.—Granted permission to move transmitter locally.

WMRJ, Jamaica, N. Y.—Appearance accepted and granted continuance until Jan. 26 on hearing.

NEW, Eastern Ohio Broadcasting Co., New Philadelphia, Ohio—Hearing date continued to Feb. 4 .

WSAJ, Grove City, Pa.—Dismissed application from hearing docket and modified license issued for regular period .

JANUARY 8

WCAU, Philadelphia—Granted CP to move auxiliary transmitter from Byberry to Philadelphia.

WCBS, Springfield, Ill.—Granted CP to move transwas not sufficiently experienced in field.

KGCU, Mandan, N. D.—Granted license covering removal of transmitter and studio locally; change in frequency from 1200 to 1240 kc. and increase in power to 250 w., change of hours from unlimited to sharing with KLPM, and installation of new equipment .

W2XCD, Passaic, N. J.—Granted authority to use frequency band 1600 to 1700 kc. in addition to band now assigned, for purpose of determining suitability of the new band for television.

Set for hearing: NEW, Chapman & Brand, Rapid City, S. D.—Requests CP on 1200 kc., 100 w., unlimited time, except one-half hour daily for WCAT (facilities of WCAT); KQV, Pittsburgh—Requests modification of license to increase hours of operation from sharing with WSMK at night to unlimited (facilities of WSMK.)

Applications dismissed at request of applicants: NEW, Topeka Broadcasting Association, Inc., Topeka, Kan.—CP, 680 kc., 5 kw., unlimited time; WCGU, Brooklyn—Modification of license 1400 kc., 500 w., divide with WLTH and WBBC; WBBC, Brooklyn—Modification of license 1400 kc., 500 w., divide with WLTH and WCGU; KSMR, Bakersfield, Cal.—Modification of CP, 1310 kc., 100 w., unlimited time; WGCM, Gulfport, Miss.—CP, 970 kc., 5 kw., unlimited time.

Applications denied because applicants failed to enter appearance: NEW, Albert J. Gerardo, Sturgis, Mich.—CP, 1260 kc., 15 w., 5 hours a day; NEW, S. A. Lutgen, Wayne, Neb.—CP, 1310 kc., 100 w., share time with KGFW.

NEW, David Stein and Benjamin Perlstein, Niagara Falls, N. Y. (Ex. Rep. 283)—Denied CP to operate on 1370 kc., 50 w., share with WSVS, sustaining Examiner Yost.

WSVS, Buffalo, N. Y. (Ex. Rep. 283)—Granted renewal of license, 1370 kc., 50 w., 8:30 to 10 A.M., and 2 to 3 P.M., sustaining Examiner Yost.

WTAD, Quincy, Ill. (Ex. Rep. 286)—Denied CP to move station from Quincy to E. St. Louis, Ill., sustaining Examiner Yost.

GLOSSARY

CP—Construction permit.	KC—Kilocycles.
LP—Limited power.	KW—Kilowatts.
LS—Power until local sunset.	D—Daytime.
LT—Limited time.	W—Watts.

Ex. Rep.—Examiner's Report.
G.O.—General Order.

NEW, Fresno Broadcasting Co., Fresno, Cal. (Ex. Rep. 290)—Denied as in default CP to operate on 1350 kc., 500 w., unlimited time, sustaining Examiner Hyde.

NEW, Merle F. Jewell and Merinda C. Jewell, Hood River, Ore. (Ex. Rep. 291)—Denied by default CP to operate on 1310 kc., 50 w., share with KMED, sustaining Examiner Hyde.

KMED, Medford, Ore. (Ex. Rep. 291)—Granted renewal of license, 1310 kc., 100 w., unlimited time, sustaining Examiner Hyde.

WOQ, Kansas City, Mo.—Denied motion to reconsider Commission's recent decision deleting station WOQ and granting full time to KFH; also denied request for oral argument thereon.

KWKH, Shreveport, La.—Denied petition for rehearing in matter of application for CP and modification of license decided by the Commission Dec. 4, 1931.

JANUARY 12

WMAL, Washington, D. C.—Granted consent for voluntary assignment of license to M. A. Leese Radio Corp.

WFIW, Hopkinsville, Ky.—Granted license covering rebuilding of station destroyed by fire, 940 kc., 1 kw., unlimited time.

WGBS, New York City—Granted modification of CP for changes in equipment to conform to G.O.'s 111, 115, and 116; also granted license 1180 kc., 500 w., limited time.

W2XR, Long Island City, N. Y.—Granted modification of license to change frequency 1600-1700 kc., television.

KOL, Seattle, Wash.—Granted authority to erect and operate two broadcast pickup transmitters for SKI tournament Jan. 10-17.

KSOO, Sioux Falls, S. D.—Granted special authorization to continue operating daily until 6:30 p. m., CST, and on Sunday nights beginning at 930 p. m., CST, with reduction of power to 1 kw., subject to cancellation at any time upon withdrawal of consent of station WRVA, Richmond; said authority to be for period beginning Feb. 1 and ending August 1, 1932.

WJJD, Mooseheart, Ill.—Granted special authority from Feb. 1 to Aug. 1, 1932, to operate until 8:30 p. m. each evening, CST, provided power of station is reduced beginning 7:00 p. m. from 20 kw. to a reduction of 50 per cent or 10 kw., within one hour thereafter, or by 8:00 p. m.; on condition that no future requests for operating after 8:00 p. m., CST, will be made.

Set for hearing:

NEW, Charlotte, N. C.—Wade H. Dellinger requests CP for visual broadcasting.

NEW, Kansas City, Mo.—The First Natl. Television Corp. requests CP for visual broadcasting.

NEW, Pittsburgh, Pa.—John Brownlee Spriggs requests CP 800 kc., 5 kw., D.

WNBO, Silver Haven, Pa.—Requests CP to install new transmitter.

WIBA, Madison, Wis.—Requests modification of license to increase night power from 500 w. to 1 kw.

Miscellaneous: KGMP, Elk City, Okla.—Applications involving assignment of license and petition of D. R. Wallace to intervene in the case granted, and case remanded to docket to hear further evidence.

KGFW, Kearney, Neb.—Application for renewal of license withdrawn from hearing docket; applicant for this station's facilities defaulted, and station is now operating 12 hours daily.

Examiner's Reports . . .

NEW, The Community Broadcasting Co., Toledo, O., and Clayton B. Johnson, Sandusky, O.—Examiner Hyde recommended (Report 313; Dockets 1336 and 1363), that both applications for CP on 1500 kc., 100 w., unlimited be denied as not within the public interest.

KHQ, Spokane, Wash.—Examiner Pratt recommended (Report 314; Docket 1317), that application for increase in power from 1 kw., 2 kw. LS, to 5 kw. be denied as it would be in violation of G .O. 40 and 102.

NEW, Pittsburgh—Chief Examiner Yost recommended (Report 315; Docket 1426), that application of Radio Vision Company for television CP to use 2850 to 2950 kc. with 50 w. be denied on the ground that applicant was not sufficiently experienced in field.

WHDL, Tupper Lake, N. Y.—Examiner Hyde recommended (Report 317, Docket 1397) that order of revocation be revoked as charges against station were not supported by substantial evidence.

KGW, Portland, Ore.—Examiner Pratt recommended (Report 316, Docket 1186) that application of Oregonian Publishing Company for increase in power from 1 kw. to 5 kw. be denied as it would be in violations of G. O. 40 and 102.

WEAO, Columbus, and WKBN, Youngstown, O.—Examiner Walker recommended (Report 318, Dockets 1322 and 1339) that licenses be renewed with hours shared on 570 kc. as follows: WEAO, 9 to 11 a. m., 12:30 to 2:30 p. m. and 5 to 7 p. m. daily; WKBN, the remaining hours.

Advertisers Heed

(From PRINTER'S INK, Dec. 31)

THE FEDERAL Radio Commission's recommendation last week, that every station owner give serious consideration to the Code of Ethics adopted by the National Association of Broadcasters is a compliment to the industry. It expresses confidence in broadcasters' willingness to correct from within the industry any weaknesses or unethical practices.

We commend a study of this code to advertisers. With their cooperation, the interests of advertiser, broadcaster and public will be protected. Without it, governmental interference, now threatened, may become an actuality.

Synchronization Status Considered at Hearing

NBC Experiments With WTIC-WBAL Up for Extension

HEARINGS to appraise the status of synchronization experiments being conducted by NBC with WTIC, Hartford, and WBAL, Baltimore, as a means of giving the two stations full-time operation, were begun before the Federal Radio Commission sitting en banc on Jan. 13. The Commission intends to decide whether the results justify continuance of the synchronized operation during regular program hours, and whether the type of apparatus used should be modified to conform with ideas developed by the commission's engineering division.

Because the Commission refused to grant the recent application of CBS for a synchronized booster in Washington to operate on WABC's clear channel for economic as well as technical reasons, much interest attaches to the new hearings. WTIC has been synchronizing on alternate days on WEAF's frequency, while WBAL on those days has operated full time on 1060 kc., which it ordinarily shares with WTIC. On the other days, the reverse is true, with WBAL synchronizing with WJZ.

The experiments have been conducted during regular program hours since last March, thus giving the Baltimore and Hartford stations full time on the air—half devoted to broadcasts on their shared frequency and half to synchronized network broadcasts.

Opening Arguments

OPENING arguments, John W. Guider, of counsel for WTIC, along with Louis G. Caldwell, said the parties involved intend to review progress made in the synchronization experiments to date, the difficulties encountered, and the engineering steps being taken to surmount them. Witnesses subsequently brought out that many of the kinks are being ironed out, and that a new type of "volume antenna," now in the laboratory stage, may prove the solution of the "mush" area problem. At least another year, it was indicated, is desired to cope with these problems.

Witnesses for NBC and the synchronized stations testified that $32,000 has been invested recently in new apparatus which has not yet been installed and that more than $75,000 has been spent thus far. Engineering witnesses testified that the technical advances thus far made warrant further study and test, and should not be consigned to early morning hours, when practical operating conditions are not available.

Rep. John Q. Tilson, (Rep.) of New Haven, Conn., testified he had received petitions from many of his constituents complaining of "mush" resulting from WTIC's synchronization. One petition said that the reception of the NBC stations since the synchronization began has been "so distorted and garbled as to render radio sets useless."

Daniel A. Read, secretary of Travelers Insurance Co., operating WTIC, recounted the history of the station and the reasons for the determination to engage in the synchronized operation. He said that the apparatus installed for the synchronization was paid for "without discount" by WTIC. His testimony was supplemented by that of Paul W. Morency, general manager of WTIC; Wynan J. Williams of Albany, engineering consultant and professor of Rensselaer Polytechnic Institute, and by J. Clayton Randall, chief engineer of WTIC.

Reduced Power Used

MR. WILLIAMS testified that WTIC has been forced to step down its power during the synchronization periods and that the power has 5 kw. day, and varied between 5 kw. and 1½ kw. at night, although the station now is using 5 kw. both day and night when synchronized. WTIC uses its licensed 50 kw. at all other times. He said the mush areas are not so much in evidence during the early morning tests but have developed because of a combination of factors. Other traffic on the "leads" of the telephone circuits used in synchronizing, he declared, has thrown the frequencies out of phase. The eleven-year sun-spot cycle, now at its peak, has caused serious fading of an abnormal character, he declared, under questioning by Mr. Caldwell.

Equipment proposed to be installed next month which would change the synchronizing signal from 5,000 to 4,000 cycles, thus assuring greater stability, is promising, he said.

Appearing for the two NBC stations were A. L. Ashby, vice-president and general attorney, P. J. Hennessey, Jr., counsel, and Charles W. Horn, general engineer. For WBAL, William E. Baxter, Baltimore, appeared as counsel, with Frederick R. Huber, manager, and Gerald W. Cooke, chief engineer, as witnesses. Appearing for the Commission were George Porter, assistant general counsel, and Andrew W. Ring, broadcast engineer. The latter was to testify later on Commission observations and recommendations.

Washington Visitors*

Fred Weber, NBC, Chicago.
Glenn I. Tucker, RCA, New York.
Frank W. Wozencraft, RCA-Victor, New York.
E. LeRoy Pelletier, and Theo. F. Zemla, Pontiac, Mich., new station applicants.
Loyd A. Briggs, RCA, New York City.
Harry Shaw, WMT, Waterloo, Ia.
Sosthenes Behn and Frank Page, I. T. & T., New York.
Frank S. Hemingway, WMPC, Lapeer, Mich.
M. A. Howlett, WHK, Cleveland.
Leo Kennett, WSBT, South Bend, Ind.
J. G. Cummings, WOAI, San Antonio.
H. K. Carpenter, WPTF, Raleigh.
John J. Storey, WTAG, Worcester, Mass.
Paul W. Morency, WTIC, Hartford.
Arthur B. Church, KMBC, Kansas City.
E. H. Twambley, NBC, New York.
A. B. Chamberlain, CBS, New York.
Charles Evans Hughes, Jr., Mackay, N. Y.
Daniel A. Read, WTIC, Hartford, Conn.
C. W. Horn, A. L. Ashby and P. J. Hennessey, Jr., NBC, New York.
Edgar Felix, New York City.
Clarence Cummins, WRAK, Williamsport, Pa.
Donald Flamm, WMCA, New York.
Wynan J. Williams, engineer, Albany, N. Y.
J. Clayton Randall, WTIC, Hartford, Conn.
F. R. Huber, G. W. Cooke and W. E. Baxter, WBAL, Baltimore.

** A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and* BROADCASTING, *January 1-13.*

Considerate Radio Announcer

(From the CHRISTIAN SCIENCE MONITOR)

WHEN RADIO Station WOR puts its news flashes on the air at 10:45 each evening, the announcer prefaces the bulletins with a courteous reminder to his listeners that the time has arrived to turn down the volume of their receiving sets in order that they may not disturb their neighbors.

Probably an incalculable amount of good is being done by these announcements in the way of increasing good will among dwellers in thickly settled areas. For it is likely that comparatively few persons would intentionally disturb the peace. They value too highly themselves the quiet that is so much to be desired when their own bedtimes approach. People who annoy their neighbors by running the radio too loud are, we like to think, generally thoughtless rather than malicious.

Many persons enjoy keeping up a cheerful noise of one sort or another, and the radio is a mechanical provider of din for the insensitive. However, a hint now and then in the form of a good-humored telephone call, a mild note, or even a well-considered personal request, will sometimes work wonders in helping the careless to be more considerate.

Many a loudspeaker must have been modulated in response to Station WOR's gentle reminder. Other stations might well pass along the same hint when 11 o'clock approaches.

XUM

Judge Ira E. Robinson Resigns

(*Continued from page 6*)

named a Lieutenant Colonel in the reserves.

In Feb., 1929, Col. Brown was appointed a member of the Ohio State Civil Service Commission, serving as member and chairman until December, 1922. He was elected secretary of state of Ohio in 1922 and reelected two years later. A candidate for governor of the state in 1926, he was defeated in the Republican primaries.

Resignation No Surprise

JUDGE ROBINSON had indicated during recent weeks that he would not be a candidate for reappointment. He began his term on March 29, 1928, having been appointed by President Coolidge. Elected chairman April 5 of that year, he headed the Commission until Feb. 28, 1930, when he reverted to commissioner, and Maj. Gen. Charles McK. Saltzman, retired, became chairman.

One of radio's most picturesque figures, Judge Robinson was the center of many controversies within that agency during the trying days of 1928 and 1929. His reappointment to the Commission in February, 1930, came only after a Congressional delegation, headed by Senator Couzens, Republican chairman of the Interstate Commerce Committee, informed President Hoover that the whole slate of appointments on the Commission would be held up unless the West Virginian was renamed.

It is known that he incurred political disfavor on Capitol Hill because of his vote in the "Section 13" case of the RCA which involved renewal of more than 1,400 licenses, covering broadcasting, television, ship and other stations held by RCA subsidiaries. Always an opponent of RCA and NBC on the question of monopoly, Judge Robinson in this case submitted an opinion in which he held that the Commission legally had not the power to cancel those licenses under the anti-monopoly provisions of the law, despite the tube clause case in which the RCA had been held by the Federal Courts to have violated the Clayton Act.

Foe of High Power

OPPOSED to the extension of high power and clear channels, Judge Robinson has been subjected to much criticism by some of his colleagues and other figures in broadcasting. These views and his stout defense of the "little fellow" in radio, however, made for him many friends. Many times he predicted that the advertising feature of broadcasting was getting out of bounds and that a war against it impended.

Mr. Patrick, who appears a likely choice for the general counselship, should Col. Brown receive the second zone assignment, was appointed assistant general counsel, along with Mr. Fisher, Jan. 27, 1930. Detailed to handle litigation, he has established a brilliant record in the courts, notably in the court of appeals. Mr. Patrick, now 32 years old, was born on a farm in Morgan County, Ind., and received his preliminary education in country schools. In 1921 he was graduated from Purdue, having specialized in chemistry and physics. Four years later he received his law degree from the law school of the University of Michigan. For about a year he practiced law in Lafayette, Ind., and until his appointment to the Commission had practiced in Indianapolis, specializing in public utilities.

Although a native of Indiana, Mr. Fisher for the 15 years prior to his appointment to the Commission practiced law in Marshfield, Ore. Now in his forty-second year, Mr. Fisher is a graduate of the law school of the University of Illinois. For two years during the World War he served as a commissioned officer in the Field Artillery. From 1922 to 1924 he was District Attorney at Marshfield, and in 1924 was president of the District Attorney's State Association of Oregon. He is prominent in the affairs of the American Legion and is a past commander of the Oregon Department.

WGAL Presents Drama of Serial in Newspaper

A RADIO version of a newspaper serial story is being broadcast twice weekly over WGAL, Lancaster, Pa. The story, "Sunset Pass," by Zane Grey, is appearing daily in the Lancaster New Era, and the radio version is broadcast every Wednesday and Saturday night. Three chapters are combined into one broadcast. The chapters dramatized over WGAL are published in the New Era the three days following the broadcast.

The dramatization of a newspaper serial story has created more interest in the story and gained more readers for the newspaper. The novel was adapted for radio by Hines Hatchette, WGAL continuity writer. The serial is presented by the WGAL Players. WGAL is affiliated with the Lancaster New Era, Intelligencer Journal and Sunday News (Lancaster Newspapers, Inc.)

Small Stations Measured by Friends

(*Continued from page 9*)

to the organization and has his own work to do. Another station broadcasts daily to local city and county schools in which loud speakers have been installed.

The result? The station's listeners become the station's friends. They listen in preference to larger stations, because they feel, rightly, that the station belongs to them.

Pleasing Advertisers

BUT WHAT about the advertisers, the financial backbone of a station? They too should feel that the station belongs to them, and they should know that every staff member will go out of his way to perform some individual service. Again here is an example drawn from actual station experience—a case where an advertiser came out with a new product several days earlier than he had planned. Station routine was temporarily laid aside, while everyone worked desperately to give him a special program. Work on the program was begun just three hours before it was broadcast, and while it was being prepared, special announcements were broadcast every half-hour.

The result in this case was that the advertiser signed a contract to replace his original weekly 15 minutes with a daily 15 minutes.

But localizing the small station does not mean that the station can get away with slip-shod programs and third-rate talent. On the contrary, it must always present its best. Staff members must be given the opportunity to develop broadcast personalities. Programs must be carefully planned, rehearsed and presented. Script material, sustaining and commercial continuity must be the best that can be written. Finally, the station must keep in close contact with what is going on in other stations, since radio is not only the newest industry but the most progressive.

What conclusions can be drawn from all this? While the small station may be handicapped by limited talent and money, and while it may not be able to present a symphony orchestra and nationally known artists, it can and must present the very best within its reach, it must always keep in mind its responsibility to the community, and it must make an intimate friend of every listener, by a friendly, personal attitude.

The measurement of a small station? It's area? Its power? Its budget? No! A station is no bigger than its friends.

Broadcast Where Business is GOOD!

Business is always good in the rich tobacco belt of North Carolina—the primary coverage of WPTF. The people who work in these famous tobacco manufacturing centers have steady jobs and money to spend. WPTF is the logical station for reaching them because:

1—No other station within 80 miles—an area in which more than 1,500,000 people live.

2—WPTF is an Associated NBC Station. Nearest other NBC outlet is Richmond, Va.

3—Constant listening audience built up by general excellency of WPTF programs.

WESTERN ELECTRIC EQUIPMENT
Power 1,000 Watts—Frequency 680 Kc.
Double Western Electric 78's and 33 1/3's.

H. K. CARPENTER, *Mgr.* R. L. BRIDGER, *Commercial Mgr.*

WPTF — RALEIGH, N. C.
New York Office—Lincoln Bldg., 60 E. 42nd Street

Modernize for PROFITS »»

YOU DON'T expect a 1929 car to compare in performance with the new models now being exhibited.

You shouldn't expect an old transmitter to command the attention of the 1932 audience.

New and more rigid regulations have been made by the Federal Radio Commission with a view to better service to the public.

It is, therefore, to the interest and profit of the broadcast station that the transmitter equipment be adjusted or modified to 1932 standards of performance.

In nearly all cases this may be accomplished by minor changes in equipment plus adjustments by a trained broadcast engineer aided by necessary instruments.

Radio Research Company, Inc.
1204 Irving Street N. E.
Washington, D. C.

LEAPING INTO LIFE

COMES a time when the will to win leaps into life. Always this stimulation follows a period of lowered vitality. Always it lends wings to the spirit, courage to the heart, strength to the arm, and sweeps aside difficulties with fresh energy. To the national advertiser who is looking for fresh energy comes Western Electric Noiseless Recording. This new method of broadcasting offered by World Broadcasting System, is so alive and true, and indescribably fine, that it lends wings to the spirit of salesmanship. By its economy (this System uses spot broadcasting and eliminates the costly waste of broadcasting outside of sales territories) it gives strength to the arm. By the thorough-going organization of the World Broadcasting System—with a complete service in the creation and distribution of these superb programs, difficulties are swept aside. Sales are stimulated. The will to win inspires business. Today, there are available over 125 broadcasting stations in the United States equipped by World Broadcasting System to use this new method. Ask for booklet SPOT BROADCASTING, 1932.

• *Some of the national advertisers who are users of this system:*

Chevrolet Motor Co.; Edna Wallace Hopper, Inc.; Life Savers, Inc.; Maxwell House Coffee; Phillips' Dental Magnesia; Louis Philippe, Inc.; Jocur (Wave-Set); Remington Rand, Inc.; John H. Woodbury, Inc.; United Drug Co., Inc.; Vick Chemical Co.; Oldsmobile; Oakland Motor Car Co.; Frigidaire Sales Corp.

Western Electric
NOISELESS RECORDING

World Broadcasting System, Inc.

World Broadcasting Building **50 West 57th St., New York**

SOUND STUDIOS OF NEW YORK, INC. WESTERN ELECTRIC LICENSEE
(Subsidiary of WORLD BROADCASTING SYSTEM, INC.)
179 King Street W., Toronto 6-242 General Motors Bldg., Detroit Baker Hotel, Dallas, Texas

XUM

City Folk Enjoy Farm Hour

(*Continued from page 11*)

and Cooperative Union, National Grange, Association of Land Grant Colleges and Universities, National 4-H clubs, and Future Farmers of America.

These special programs are heard every Saturday as well as on the second Monday and third Wednesday of each month and give an insight into the current and important activities of each organization.

From time to time, world famous musical groups appear in the National Farm and Home Hour. For instance, the United States Marine Band offers a program on "Learning to Know America's Music" on the first Saturday of each month, and on the fourth Saturday a concert by the United States Army Band is presented.

Agricultural events of nation-wide importance frequently are broadcast in National Farm and Home Hour pickups. Among them are the International Livestock Exposition, National Dairy Show, National Corn-husking Contest, American Country Life Conference, American Farm Bureau and National Grange Conventions, and many others.

These broadcasts direct from the scene of activity give country folk, a group once isolated from the most rapid means of communication, news of their own organization activities often within a few minutes after the event has taken place, or while it is in progress.

Thus, farm radio programs are placing the farmer on an equal basis with city dwellers in obtaining news and information concerning their own industry.

Supplemental Material

NEARLY all of the material broadcast in the Farm and Home Hour is supplemented with reading material. The Department of Agriculture distributes material to the listeners as do many of the organizations who are cooperating with the broadcasts.

Seasonal features such as party plans are often included in the programs. A recent series of plans for Halloween, Thanksgiving, birthday, and other parties, conducted by Mrs. Helen Stevens Fisher, won wide response, and thousands of copies of the plans have been mailed to listeners.

Another series, "Learn to Sing" is supplemented with reading and instructional material used by young people. The United States Department of Agriculture has developed added interest in its reading material through bulletins in weekly broadcasts by telling listeners about available material. Even the entertainment features are not forgotten. Johnny Wolf receives several thousand requests for copies of each of his humorous dialect stories.

Although the National Farm and Home Hour's service and entertainment value to those who live on the farm is its fundamental purpose, its contribution to city folk is becoming increasingly valuable.

A great percentage of those who live in the city are indirectly interested in agriculture. Many are using the radio to obtain dependable agricultural information. Often the Farm and Home Hour offers some material which may be applied in business. It gives city residents a view of the agricultural industry and helps create a better understanding and relationship.

Briefly, the National Farm and Home Hour contains something for every radio listener,—those who seek entertainment and those who want information and news,—those who live in the city as well as tillers of the soil,—and there's something for homemakers and for school children or 4-H club members and for adult farmers or executives.

New Radio Forum

Oliver Owen Kuhn

MORE THAN 50 stations, including 18 that are newspaper owned, have been listed to carry the National Radio Forum, which goes to a network Jan. 18 to be staged under the auspices of the Washington Evening Star and under the direction of Oliver Owen Kuhn, its managing editor. The feature, to be heard for a half hour each Monday night, will introduce high officials of the government, speaking or being interviewed on topics of current interest.

During the 33 months that the Forum has been featured on CBS, Mr. Kuhn introduced every member of President Hoover's cabinet, most of their assistants and more than 100 prominent members of Congress. He will continue to introduce these officials, and in some cases will interview them.

The network thus far arranged includes the following stations: WEAF, New York; WEEI, Boston; WTIC, Hartford; WJAR, Providence; WTAG, (Worcester Telegram and Gazette station); WCSH, Portland; WLIT, Philadelphia; WFBR, Baltimore; WRC, Washington; WGY, Schenectady; WBEN (Evening News), Buffalo; WTAM, Cleveland; WWJ, (Detroit News); WSAI, Cincinnati; WCAE, Pittsburgh (Sun Telegraph); KSD, St. Louis (Post Dispatch); WOC, Davenport; WHO, Des Moines; WENR, Chicago; WTMJ, Milwaukee (Journal); WIBA, Madison (Capital Times and Wisconsin State Journal); KSTP, St. Paul; WEBC (Telegram), Superior Wis.; WDAY, Fargo, N. D.; KFYR, Bismarck, N. D.; WRVA, Richmond, Va.; WPTF, Raleigh; WWNC, Asheville N. C. (Citizen and Times); WIS, Columbia, S. C.; WJAX, Jacksonville, Fla.; WFLA, Tampa; WIOD, Miami; WHAS, Louisville (Courier-Journal); WSM, Nashville; WMC, Memphis (Commercial Appeal); WSB, Atlanta (Journal); WSMB, New Orleans; WJDX, Jackson; WBAP, Fort Worth (Star-Telegram); KPRC, Houston (Post Dispatch); WKY, Oklahoma City (Daily Oklahoman); WAPI, Birmingham; KOA, Denver; KGIR, Butte; KGHL, Billings; KGO, Oakland, Cal.; KOMO, Seattle; KSL, Salt Lake City (Tribune); KGW, Portland (Oregonian); KHQ, Spokane; KSFD, San Diego, and KTAR, Phoenix, Ariz. (Republic and Gazette).

W2XAP to Carry WMAL Programs

JENKINS Television Corporation has obtained permission from the Federal Radio Commission to move its television station, W2XAP, from Passaic, N. J., to Washington. The new location will enable the Jenkins engineers to televise regular studio programs of WMAL, Washington outlet of the Columbia Broadcasting System.

Under the present plan W2XAP will televise an average of a hour a night of WMAL programs. During the time WMAL is taking CBS features, special programs will be broadcast on the present television station of the Jenkins Television Laboratories, W3XK, at Wheaton, Md.

Both stations use a frequency of 2,000-2,100 kilocycles. WMAL operates on 630 kilocycles.

Inventor Dies

THE REV. LLOYD M. KNOLL, retired clergyman and teacher of physics in the Philadelphia Central High School, who developed the thermo-ionic detector during the war and was associated with Thomas Appleby in developing the radio compass, died in Philadelphia, Jan. 4, at the age of 55. Dr. Knoll, who followed radio as an avocation, was widely known in radio circles, especially when his device was used to trace down the German radio station at Sayville, L. I., when it was supplying information to Germany regarding this country's war preparations.

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

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Field Intensity Surveys
Allocation and Station Management Problems

Doolittle & Falknor, Inc.
Radio Engineering and Manufacturing, Commercial Coverage Surveys, Field Intensity Surveys, Directional Antenna Installation, Complete Engineering Surveys.
1306-8 W. 74th St., CHICAGO, ILL.

Telephone Book is Used By WBSO in Solicitation

A NUMBER of new accounts were obtained by WBSO, Needham, Mass., recently by sending a form letter and a return card to the first 1,000 business men or houses listed in the classified section of the Boston telephone directory. The letter stressed the daylight operation of WBSO from 8:30 to 5 p. m. and suggested that the enclosed card be returned for rates and further particulars. It was signed by Winslow L. Webber, manager, who reports a good return.

FOR FAILURE to make application for renewal of license, the Federal Radio Commission on Jan. 5 ordered deletion of WPOE, Patchogue, N. Y., assigned to 1730 kc. with 100 watts and unlimited time. The station was operated by Nassau Broadcasting Corp.. Its elimination reduces New York's quota by two-tenths of a unit.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Positions Wanted

Technical advisor and chief engineer of Eastern station wants similar position in progressive middle west station. Thirteen years' experience in all phases of radio including short wave, television and varied powers and frequencies of broadcast transmitters. Strictly modern designing, construction and supervision guaranteed. Details and references on request. Address Box 6, BROADCASTING.

Position as radio station manager or commercial manager. Salary and commission. Prefer eastern section. Best of references. Address Box 8, c/o BROADCASTING.

Young lady holding commercial second-class radio operator's license desires work, preferably in broadcasting station. Experience as announcer and operator. Typist and musical training. Address Box 9, c/o BROADCASTING.

Experienced man, especially familiar with Western Electric one and five kilowatt installations. College education, a good mixer. Personally owns a fine field strength outfit as well as much other laboratory equipment that will help put any station among the leaders. Prefers location east of Rockies. Address Box 7 BROADCASTING.

KSTP
ST. PAUL
MINNEAPOLIS
10,000 WATTS FULL TIME SCHEDULE. NORTHWEST'S LEADING RADIO STATION

KMOX

ST. LOUIS •

KEY STATION OF THE MISSISSIPPI VALLEY

50,000 watts

• Use a "giant of the air" for your St. Louis or Mississippi Valley radio campaign. 1,800,000 people in the KMOX concentrated *Primary* Listening Area. 30,000,000 people in its tremendous *Secondary* Listening Area.—The greatest "buy" in Mid-west coverage!

KMOX • with its 50,000 watt transmitter on a cleared channel, is heard regularly throughout the entire Mississippi Valley. (Write for the KMOX Listening Area Map, measuring its *minimum* habitual audience.)

KMOX • dominates its immediate district. It is the only radio station capable of providing full time reception to listeners in St. Louis and its trade territory.

KMOX • maintains the finest network program standard 18 hours a day, insuring for its audience the best radio entertainment and special broadcasts.

KMOX • is located at the most strategic point in the United States. KMOX broadcasts from the center—not the rim.

THE VOICE OF ST. LOUIS, INC.

OPERATING **KMOX**

50,000 Watts • 1090 Kilocycles • 275.1 Meters

Studios and Offices: Mart Building, St. Louis, Mo.
Transmitter: Baumgartner Road, St. Louis County

BASIC STATION OF THE COLUMBIA BROADCASTING SYSTEM

XUM